

# S Showmanship



JUNE 1947

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NATIONAL BROADCASTING COMPANY  
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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS USED BY

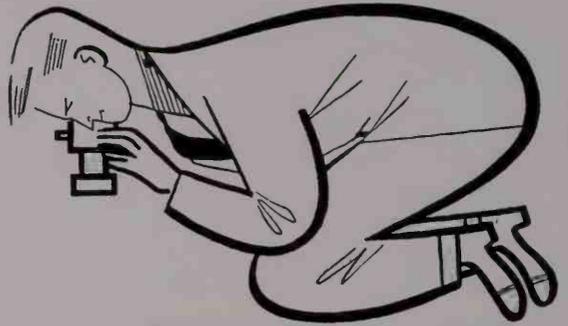
Sears, Roebuck & Co., Department Store, Spokane, Wash.

Moore's, Ltd., Men's Clothiers, San Francisco, Cal.

Jones Fine Bread Co., Waco, Tex. . . . Plus 24 Others

{ Radio Programs for CHILDREN }

MORE THAN A MAGAZINE . . . A SERVICE



## YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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WANT WHEN YOU WANT IT

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# FIFTY YEARS OF SERVICE

President of Cleveland's South Side Federal Savings and Loan Assoc., Allen C. Knowles, Writes Visitorial No. 4

**R**ADIO is a mighty influence in any effort involving the public. To obtain the most from its use, it cannot be considered lightly. Like its human master, it must be in its proper surroundings if results are to measure up to expectations.

Recently, we of SOUTH SIDE FEDERAL SAVINGS AND LOAN ASSOCIATION, Cleveland, O., celebrated an anniversary. We were 50 years old. It was an occasion of note. After the not long past era of uncertainties in the financial world, 50 years of uninterrupted service in that field constituted a signal record. Naturally, our plans for such an observance were carefully considered.

It was not difficult to present to the public the tangible results of those years of effort. The fine building in which we were housed, the record of accumulated assets and the evidence of an efficient operating staff were all there for anyone to see. However, there was another side to the anniversary. It was the story of the labors, the "blood, sweat and tears," that had gone into making that anniversary possible.

The vision that had inspired those men who planted the seed of the savings and loan idea in America could be a moving story if done with justice. What they hoped to accomplish in fostering the idea was a story rich in drama.

Fortunately, radio is a medium which measures up to these specifications. It provides first hand access to the public somewhat in the tone of the luncheon table or the conference room.

To such an important force, the approach cannot be casual or off-hand. Therefore, in employing radio, we recognized the need of adroit counsellors and skilled craftsmen who can achieve the most from this willing servant.

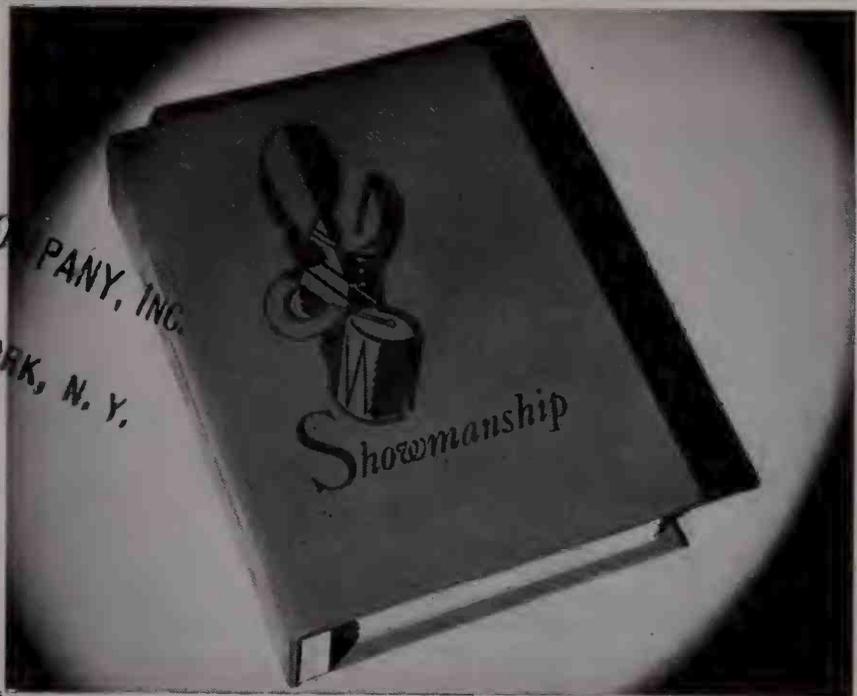
Our first step was to engage the services of one versed in the language of the air. Our story had to be related in a warm, personal manner in the vernacular readily understood by those at whom it was directed. To the man twirling the tuning dial, the language of the executive office or the conference room would not necessarily prove understandable or popular.

Our next step, intended further to insure the proper reception of our story, was to engage persons who could properly interpret it in a live, intimate fashion. A sense of emotional values and an understanding of human reactions was essential.

Used on this basis, radio measures up to expectations. It is a powerful force whose might is available to those requiring its help. You, too, can profit from a test of the truth of this statement.

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For summer or year 'round  
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## Betty and Bob

Outstanding dramatic programs with name stars who are favorites of millions.

## Let's Take a Look in Your Mirror —with Stella Unger

A vital, spontaneous, timely series aimed at the woman of today.

## The Face of the War

—as seen by Sam Cuff

Keen, timely, penetrating analysis of the stories behind war headlines.

## Getting the Most Out of Life Today

—with Dr. William L. Stidger

Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

## Time Out

—with Ted Steele and Grace Albert

Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord."

## Who's News

Revealing, informal 5-minute chats with America's headline personalities.

## Hollywood Headliners

—with Stella Unger

Real life stories about Hollywood Stars whose names twinkle on movie marquees.

## Five Minute Mysteries

Thrilling dramatic mystery stories complete in each five-minute episode.

## **NEW** Flying For Freedom

—authentic drama-packed story of the exploits of the Royal Canadian Air Force.

Ask your local station for an audition—or write us direct.



### 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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# GIVE the Small Fry a Try

**B**BROWN-DUNKIN DRY GOODS Co. is one of the most consistent and largest users of radio in Tulsa, Okla., and among department stores of the nation, it has been a pioneer in the medium. One of the most interesting phases of its radio promotions has been its emphasis on programs slanted at the juvenile audience.

Over the past eight years its most consistent effort, supplemented by announcements for special promotions, has been the BROWN-DUNKIN *Children's Hour*. Today, in its fourth year over KTUL, Tulsa, the *Children's Hour* plays weekly, 9:30-10:30 A.M., Saturdays to a store audience of three or four hundred, from the first week in January through Thanksgiving. (Since the space required for the auditorium is the only space available for a toy department, a Christmas layoff is mandatory.)

For the past two years, the toy department has been merchandised with a special KTUL program, *I Am An American*, while the *Children's Hour* was vacationing. Currently, in addition to the *Children's Hour*, BROWN-DUNKIN has the 7:30-8:00 P.M. Monday night spot on KTUL with the transcribed series, *The American Challenge*.

To complete the picture of the BROWN-DUNKIN radio offerings, the fall of 1941 saw BROWN-DUNKIN add a five-minute daily shopping talk by Peggy Gray, personal shopper, which goes on all three Tulsa stations at different times but

within the period between 8:55 and 10:15 A.M.

These programs are supplemented regularly on special promotions with from 3 to 10 station-break spot announcements on KTUL the day preceding the promotion. On major promotions, the same schedule of announcements goes to the other two stations, also.

RECORD DAY is one of the big traditional promotions each Spring. Store policy demands that advertised merchandise must be mark-down merchandise and actual values. All advertising plainly states that BROWN-DUNKIN will not be undersold.

This year, special one-minute transcriptions were made by KTUL for the event. Eight different record events such as Babe Ruth's 60 homers, Seabiscuit's famous Santa Anita race, the Dionne quintuplets, etc., were dramatized in 30-second units. Closing commercial tied into BROWN-DUNKIN'S RECORD DAY. These were scheduled eight times on the Sunday preceding Monday RECORD DAY, and heard on two of the Tulsa stations, supplemented by four 50-word spots. (The third station carried a total of six 50-word spots.) Also in the RECORD DAY build-up, was a courtesy day on the preceding Saturday. For that event, a total of 43 50-word spots were used in a single day, divided between the three Tulsa stations.

If there is one thing which all its

Model for Successful Department Store Radio Advertising  
Is that of the Brown-Dunkin Dry Goods Co., Tulsa, Okla.



● From the first week in January through Thanksgiving, KTUL's *Children's Hour* is heard weekly for the BROWN-DUNKIN department store. Now in its fourth year, the show plays to an audience 400 strong.

radio offerings have in common, it is *showmanship*. Example: the *I Am An American* series which BROWN-DUNKIN used to merchandise its toy department. This quarter-hour transcribed show, used three times weekly during the Christmas season at 5:00 P.M., featured a toy giveaway. Membership cards and buttons were issued to those who registered at the toy department. This made a child eligible to have his name in the "treasure chest" which was opened twice on each program.

When a child's name was drawn from the "treasure chest" he was eligible to win a prize whose retail value was usually around one dollar. To get the prize, child had only to call the station within 15 minutes, answer correctly a "true or false" question based on the *I Am An American* portion of the show. Clue was very plain in the transcribed story.

Five such names and prizes were announced in the first half of the program and five in the second part. Middle tran-

scribed section consisted of short dramatizations of the lives of famous American patriots. Membership reached 4,000, and on most broadcasts, at least eight out of ten members telephoned in to claim their prizes.

Showmanship is likewise a prominent feature in the BROWN-DUNKIN early evening offering, *The American Challenge*. Similar to DU PONT's *Cavalcade of America*, and produced on the West Coast where it has had a long run for the CHALLENGE CREAMERY ASSOCIATION, *The American Challenge*, also has a patriotic theme. Translated into a series of half-hour transcribed episodes are some of the most stirring events in American history.

In connection with this radio show, BROWN-DUNKIN is offering a \$500 educational fund in cash to the winner of the grand contest from weekly winners. Any junior or senior high school student in the state of Oklahoma is eligible to enter the contest. The subject for the es-

says changes weekly, and ties in with the episode dramatized on the radio show. Three essays are chosen each week, and the names of the writers are announced on the KTUL program. These three then become eligible for the grand prize which will be selected and announced on June 1. Winner may take the \$500 in a lump sum within 30 days after contest is closed; or, he may matriculate at any college or university in Oklahoma, receive \$100 on registration and \$50 per month for eight months.

When the program was launched in October, 1941, all store employees wore a red paper cut-out question mark, with the tag-line: "Ask me about *The American Challenge*." Contest entry blanks were available from any salesperson, and transcriptions and playback machines were available to schools and clubs.

For creating store traffic, and building good will, BROWN-DUNKIN's old reliable, however, is *The Children's Hour* emceed by rotund, jovial Jack McElroy. This show salutes a city in the trade territory each week, with special guests from that city, arranged for by KTUL.

Weekly trips are made to surrounding cities by program director Jack Hoffman and musical director Lillian Smithline, where arrangements are made through teachers in the public schools to secure guest artist talent from the honor city of the week.

A small display ad is placed in the newspaper of the honor city, and the expenses of travel and promotion are carried equally by KTUL and BROWN-DUNKIN.

Application cards for those who wish to be auditioned are also available in the BROWN-DUNKIN departments for boys and girls. All children are auditioned, either in the honor towns or at the KTUL studios. In addition to the amateur talent, guest artists such as "graduated" pupils from the program, are used. Visiting movie celebrities, band leaders, singers and others also appear.

Showmanship devices which

keep the show rolling begin the moment the show goes on the air. To the tune of *Round the Mulberry Bush*, the audience sings:

*Here we are for the Children's Hour,*

*The Children's Hour, the Children's Hour.*

*Here we are for the Children's Hour,*

*Every Saturday morning.*

It goes off the air to the same tune, but the lyrics change to "We'll be back with the *Children's Hour*, every Saturday morning." Again, midway in the program, the audience bursts into song with the *Song of the Week*, the lyrics to which are distributed by KTUL hostess, Dorothy Harding.

Another feature of the show: through the photo-reflect photograph studio of the store, each week a boy or girl is chosen as the *Boy of the Week*, or the *Girl of the Week*. On the next broadcast, the child is presented to the audience and given a framed 8x10 color photo made the preceding week after he had been chosen.

A group picture is also taken by KTUL promotion manager, John Esau, of the performers who vary from tap dancers to broomstick fiddle players. As soon as prints are made, each child gets a copy. Frequently such pictures are sent to newspapers in honor cities, and seldom fail to make page one.

Commercials on the show are limited usually to boys' and girls' items, except on the occasions of major store-wide promotions. Once in a while, one or two pieces of actual merchandise are held up for display to the auditorium audience while emcee McElroy gives the commercials on the items.

If the radio advertising picture were to be summed up, it could be expressed in (1) consistency, (2) showmanship and (3) promotion, all of which add up to (4) a pattern for success.



# Kid Show Makes Bakery Grow

A 1,000% Increase in Business Volume in a Decade Writes the President of the Jones Fine Bread Co., George O. Jones, Waco

MUCH has been said about the effects of early training upon later attitudes. That this holds for buying habits as well as for more general concepts is indicated by the fact that many of the products stocked in the American housewife's kitchen are there because her mother used them.

While we have been active users of all advertising media for a number of years, our most outstandingly successful show

illustrates the fact that the juvenile market is a splendid one for the advertiser. Our sales charts indicate that the JONES FINE BREAD *Kiddies Show* heard over WACO develops JONES FINE BREAD users at a very early age.

Established in 1935, the show has been on the air continuously since that time. While in the beginning, there was an attendance of 350 children, the average 10:00 A.M. Saturday morning turn-out at the WACO THEATRE today is approximately 1,500 youngsters.

Radio can and should contribute definitely and specifically to the healthy personality development of children. It can and should play a part in leading youngsters to useful hobbies, skills, interests and activities. For the accomplishment of these aims, an amateur show is one of the best possible methods. From the sponsors point of view, such programs are easy to produce, have inestimable public relations value, and cost relatively little.

The 30 minutes of live talent entertainment on the stage is broadcast over WACO. War Stamp prizes of one dollar, fifty and twenty-five cents go to the child performers who receive the most audience applause. After the broadcast, a regular picture show follows. For this full morning entertainment, the theatre charges five cents for children under 12 and ten cents for those over that age.

Such a program lends itself to many types of merchandising, but one feature we consistently use is the *Birthday Club*. Our files contain the name and birthday of each child who has sent in his *Birth-*



*No novice to the bakery business is silver-haired George Oliver Jones, shown above, whose experience with breads and cakes covers a span of 30 years.*

*Now president and owner of the Jones Fine Bread Co., Waco, Tex., he has also done service with the Continental Baking Co., and the Campbell Taggart Co.*

*An active worker in all civic projects, baker Jones is ex-mayor of Waco, past president of the Rotary Club, director in the Chamber of Commerce, a trustee on the Public School Board, and Captain of the Home Defense Guard. From the very real school of experience come his views on child psychology. Breakdown of his family of five: three girls, two boys.*

day Club membership, and each week a small birthday cake from the JONES FINE BREAD CO. is presented to those whose birthdays fell in that interval.

Rules for the successful presentation of a program of this kind may be summarized briefly.

- (1) Get the best talent available. Auditions are essential. Each Wednesday afternoon, for example, the various kiddies try out at a rehearsal period presided over by Mary Holliday Spillman, *Kiddie Show* director and pianist, and emcee Bernard Helton.
- (2) If there is a movie, make sure it is a good one! Woe unto the sponsor whose choice of pictures is unwise! Down upon his head will come the wrath of parents, educators, and civic groups.
- (3) Use merchandising features which appeal to children. If you use the club idea, give the members something in return. It need not be elaborate nor expensive.

We have also sponsored and found successful news and football broadcasts. We have had good results from the transcribed program series, *The Freshest Thing in Town* on the one hand, and *Streamlined Fairy Tales* on the other. In fact, most of our advertising budget goes for radio.

In 1930, three trucks were used for our deliveries. Our present plant has five times the volume capacity, and through the use of the latest modern baking equipment plus successful advertising, our volume of business has increased one thousand per cent. (We also have a complete cake bakery which is doing a very satisfactory volume.) Instead of three trucks, it now requires a fleet of 35 to make deliveries throughout Central Texas!

---

● Youthful performers pack them in 1,500 strong for the JONES FINE BREAD *Kiddie Club*. Above . . . A *Kiddie Show* starlet goes into her act. Below . . . A chic majorette struts her stuff.



**T**ODAY, we in the field of food distribution, must meet and overcome the greatest competition ever. One reason is the increasing number of competitive brands, and of course, there are more people trying to sell them.

ROBERT ORR & Co., distributors for HERMITAGE food products in middle Tennessee, southern Kentucky and northern Alabama believes that the astute businessman invests in advertising just as he does in bonds, stocks and merchandise. We think advertising is just that essential.

While radio has a number of assets for us, it has accomplished two things in particular. In the first place, radio permits us to *dramatize* our service and to capitalize on the romantic phases of our business in a way that is possible through no other medium. It permits us to *humanize* and bring to life the ideas, traditions and personalities of the ROBERT ORR & Co.

Secondly, radio has helped speed up the dealer's turn-over, and this increased volume has stepped up the profits for both the dealer and for our company. Since quality is understood before one attempts to sell a market, we feel that

# Johnsons JU

Largest Volume of Business  
Merchandising Service Mar

the manufacturer should stress to the dealer what sales-helps will be provided with the merchandise the dealer buys. Radio makes its debut here, for it plays an extremely important part in stepping up sales.

To accomplish this twofold purpose, the radio sponsor should particularly bear two things in mind. First, it is of prime importance to make it easy and natural for the individual listener to lend the necessary attention that insures delivery of the sales message under the most advantageous circumstances.

Related to this is the fact that the prospective customer gets his first idea of what he may expect to find in a package of HERMITAGE COFFEE from the type of program we use in our advertising

• Quick-brush artist Moragne puts the finishing touches on one of the signs to be displayed in a ROBERT ORR & CO. dealer outlet. With 1,000 posters finished, artist Moragne has 4,000 yet to do! Signs tie-in the retailer's favorite "plug" with reminder copy about HERMITAGE COFFEE and *The Johnson Family* on WSIX.



# JAVA Sales

Years Writes A. L. Moragne,  
The Robert Orr and Company

campaign. Therefore, we think it absolutely essential to have a good program.

We are now in our second year of sponsorship of *The Johnson Family*, a coast-to-coast MUTUAL BROADCASTING SYSTEM show, heard for us over WSIX, Nashville, Tenn. And Jimmy Scribner's program has increased our volume on all HERMITAGE food products plugged at different times on the show. HERMITAGE COFFEE is the product we feature most on this WSIX program, and in January, 1942, we had the largest month's volume on HERMITAGE COFFEE in the 86 years we have been in business!

Jimmy Scribner, the voice behind those 22 indomitable members of *The Johnson Family*, not only enacts all 22 roles, but he also scripts the show, produces it, plays the theme song and works the sound effects equipment! Dealing with Southern Negro folks, he often receives fan mail addressed to the various creations of his flexible vocal chords.

While easy listening and a good show are important, merchandising is another essential. As a part of our merchandising effort in support of THE JOHNSON FAMILY, we are making an individual hand-painted point-of-sale poster for each dealer in our territory. This sign, 28 by 44 inches, is hung by wire from the ceiling in the center of the store.

On each of these posters, we are really "*Signing Up the Johnson Family*." This reference to a nation-wide network program sponsored by HERMITAGE FOODS gives us prestige and keeps HERMITAGE quality uppermost in dealer and consumer minds. We have already placed over a thousand signs. When we have covered the territory there will be 5,000 reminders to dealers, clerks and custom-

Familiar figure throughout the Southland is "Lightning" Moragne. His amusing, colorful cartoons bedeck nearly half the store windows in Dixie. When he is transforming one of these windows into catchy, sales-producing display, he often draws a large enough crowd to keep the cops busy. One of the fastest water-color advertising artists in the country, he has practiced his art in nearly every state in the nation. Average time for him to sling one of his drawings on a mirror or window: five or ten minutes.

Grandfather Alpin Liddell was the first white settler at Gadsden, Ala. Another first: "Lightning" was the first man to travel below the Mason-Dixie line in a peewee Austin. Merchandiser Moragne never talks quality, maintains quality is understood before one attempts to sell the market. His main talking point: what he is going to do to help the dealer sell what he sells the dealer.

Before going with the Robert Orr & Co., cigar smoking Moragne was vice president and general manager of the Pepsol Co. Not in 23 years of married life has his spouse been able to get him to work around the house. Instead of playing handyman, he writes stories, works contests. His favorite reading: trade journals and Western magazines.

---

ers of *The Johnson Family* over WSIX. Each sign is made especially for the dealer and features whatever he has for a specialty.

Advertising is a powerful force in our everyday life, yet there are still some concerns who believe that advertising is not essential to the economical conduct of business. These are the people who think advertising is a burden on business. But we believe that when a concern loses faith in advertising and merchandising, the spiders begin weaving webs over its stock. We have faith in advertising, and radio is great advertising!



**N**O LESS than 70,000 good deeds have been performed by youngsters in Hamilton, Ontario, since the EATON *Good Deed Radio Club* was organized in February, 1933. Reason: active members write to the club every week, report their newest and best good deeds. For the best

good deed of the week: a fifteen-jewel wrist watch.

An energetic young man with the T. EATON CO., LTD., department store, Claude C. Knapman, started it all. *His idea*: that the younger generation should have an opportunity to express their talents, and that this could be done through the medium of a juvenile radio program. To keep alive the interest of those without stage talent, Mr. Knapman needed something which would enable everyone to take part in the club. Good deeds were the answer, and the EATON *Good Deed Radio Club* became a reality.

Highest honor to be attained in the EATON *Good Deed Radio Club* heard weekly over CKOC is a Gold Star Pin. Pins are awarded to the weekly good deed winners and to those who appear on club broadcasts. *Record to date*: 1,200 Gold Star members!

Membership is not limited to Hamiltonians alone, and mail from the 70,000 EATON *Good Deed Radio Club* members comes from over 300 different communities. Club elite are the 1,000 members who have earned a giant *Booster Button* by sending in the names of ten new members.

The club has its own chocolate

# Good Deed

A Radio Program That  
Sponsored by the T.

bars (which everyone receives after each Saturday morning broadcast). There is also a GOOD DEED TOOTH PASTE, GOOD DEED school copy books, and other such items which make the club a part of the daily life of each member.

Personnel of the T. EATON STORE handle the show. Featured: a ten-piece all-kids dance orchestra, a chorus of 20 voices, and numerous amateur acts. Emcee for the entire nine years the show has been on the air is Wilfred Machin.

Club season starts in September. Every year approximately 10,000 theatre passes and 10,000 studio passes which admit members to the 9:45 A.M. Saturday club broadcasts are sent out. When the club leaves the air at the end of April, in-



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● EATON *Good Deed Club* members put on a show for the R.C.A.F. boys at Hagersville, Ont. Requests for public appearances have also come from other army training centers. All acts are carefully rehearsed.

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# partment

ne a Way of Living,  
Ltd., Hamilton, Ont.

terest is kept alive in numerous ways.

Hook during the past few years: a *Garden Section*. Members receive a package of seeds which they plant and tend through the summer months. Late in August they enter their full-grown flowers in the club's *Garden Section Flower Show*. Prize-winning entries rate trophies. The *EATON Good Deed Model Aircraft Club* section is another summertime interest builder.

During the winter months when club interest is at its peak, numerous special events are planned to keep members active. Big event for October is the Hallowe'en Masquerade Party. Attendance runs around 3,000, and prizes are given for the best costumes.

Toward the end of November, younger members give Santa Claus a royal welcome at another big theatre party. December ushers in the *Christmas Drawing Contest* with almost 200 prizes awarded. A studio Valentine Party is the highlight of February, and March brings along the club's birthday celebrations. Last theatre party of the season is *Boy Scout Day*, held in April. Cubs and Boy Scouts present their own entertainers on the club broadcast.

Greeting cards are also used to keep members interested. All members who have helped the club in any way during the year receive Christmas greetings. Birthday cards are also sent out to each member. Actual figures: over 35,000 birthday greetings cards are mailed out each year!

Much in demand are the *EATON Good Deed Club* entertainers. Every Christmas season, club members provide entertainment for approximately 75 "Christmas Trees." They have also done their stuff for such organizations as *The Big Brothers Ass'n*, *The Kinsmen Club*, and *Masonic Lodges*.

Certainly for the *EATON Co.*, children have unlocked the front doors to Hamilton homes!



# Today's Hero: It's SUPERMAN!

Merchandising Hook Nets Froug's Department Store, Tulsa,  
17,000 Members Plus Minimum Sales of More than \$35,000

**S**UPERMAN, the world's strongest man, made his radio debut in February, 1940. Within 10 weeks, the radio series achieved a CROSSLEY rating of 5.6, the highest rating of any three-times-weekly juvenile program on the air.

Equally popular is *Superman*, the comic strip star. Since his appearance in *Action Comics Magazine* only a little over two years ago, the circulation of *Action Comics* was upped from 250,000 to its current circulation of 900,000. In May, 1939, the *Superman Quarterly Magazine* was introduced; a year later its newsstand circulation hit 1,300,000! When the publication became a bi-monthly, another 100,000 was picked up in circulation.

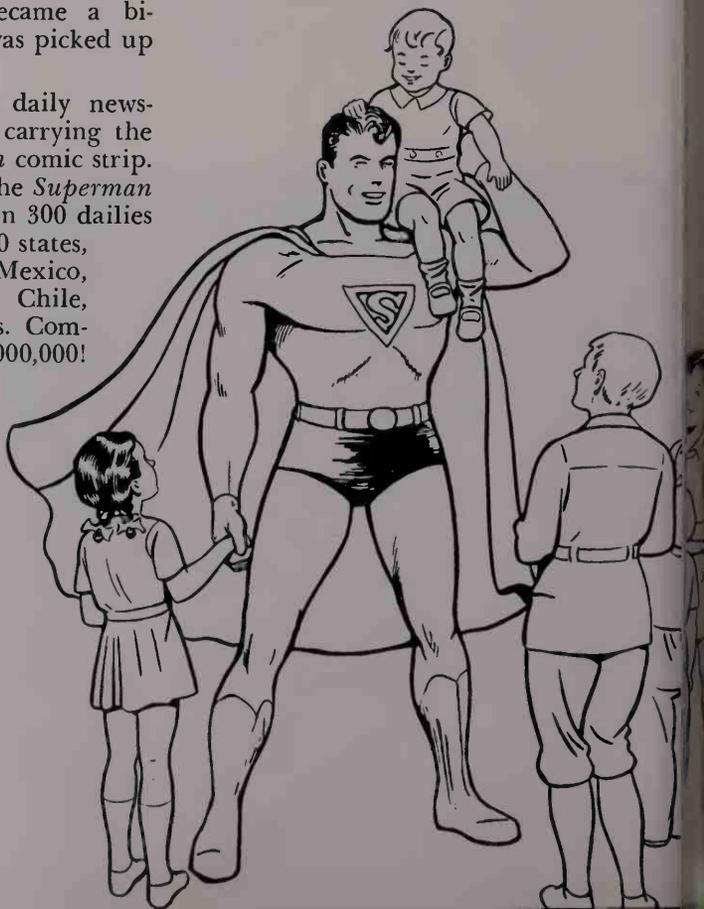
In January, 1939, four daily newspapers took a flier, began carrying the daily and Sunday *Superman* comic strip. Within a year and a half, the *Superman* comic strip was appearing in 300 dailies and 85 Sunday papers, in 40 states, 9 Canadian provinces, in Mexico, Hawaii, Brazil, Argentina, Chile, and the Philippine Islands. Combined circulation: 20,000,000! When *Superman* licenses were made available to 35 manufacturers of a variety of items for boys and girls, all of them suitable for radio premiums, more records were broken. All *Superman* licensees reported unprecedented business, many presenting sales figures on *Superman* items never before reached with character merchandise.

Keeping step with other *Superman* developments is the *Superman* radio program. Renewed three times by HECKER PRODUCTS CORP., the serial was then made available for regional sponsorship, has been enthusiastically taken up by bakeries, dairies, soft drink bottlers, candy manufacturers, and others. The experiences of three sponsors are given below:

## SALT LAKE CITY, U.

(Candies)

Mothers in Salt Lake City don't have the small-fry underfoot while doing the



Saturday morning housework. Nor do they have to worry when the little mischief-makers are out of sight. *Reason*: a full four-hour show presented at the UTAH THEATRE for the lads and lassies. Gathered together are the devotees of the cult of *Superman*. Show is heard thrice weekly over KDYL for SWEET CANDY, makers of candy bars, hard and stick candies, and quality chocolates.

Sponsor's burnt offering to the youngsters: two feature pictures, a serial, short subjects, and a half-hour stage presentation. Included in the format: a quiz show for the moppets, with War Stamps for correct answers.

Merchandising hook for SWEET CANDY: 20 prizes are awarded each Saturday to the boys and girls who bring the largest number of wrappers from SWEET'S CANDY BARS. To those who bring four or more wrappers: an official *Superman* membership certificate, the *Superman Code*, and the *Superman* membership badge.

Although SWEET's had been sponsoring a *Quiz for Kids* broadcast, together with a Saturday morning's children's theatre show for several months, attendance at the first *Superman* club meeting showed a gain of several hundred. *Also gratifying*: a large increase in the number of SWEET candy bar wrappers turned in.

*Promotional activities*: screen trailers run at the UTAH THEATRE two weeks prior to the opening of the campaign; newspaper ads in all Salt Lake papers four days prior to show's starting gun, and a line plugging the KDYL show above each day's *Superman* cartoon strip in the DESERET NEWS. Two huge lobby pieces in the UTAH THEATRE plug the program, the station and the Saturday morning club meetings. Dodgers calling attention to the show were distributed to Salt Lake children a week prior to the first *Superman* broadcast.

#### TULSA, OKLA.

(Department Store)

When *Superman* went on the KTUL airwaves for FROUG'S DEPARTMENT STORE, merchandising included the organization

of a *Superman Club*. *Hook*: registration was at the store. More than 17,000 children received registration cards and the metal *Superman* clip-pin.

Next hook was the giveaway of a *Superman Secret Chamber* ring. Members were required to bring their parents and purchase at least a five dollar coupon book on the store budget plan to receive the *Secret Chamber* ring. When advertising manager Tom Lottinville tallied the returns, more than 7,000 rings had been given out.

At the *Superman Day* the store staged at CRYSTAL CITY AMUSEMENT PARK in cooperation with KTUL, all rides were free to club members. Games and contests held under the direction of the University Athletic Association netted contestants cash prizes. Estimated attendance: 6,000. Currently, tickets to a downtown theatre featuring *Superman* in technicolor shorts are being given to club members with \$5 budget books purchased at the store.

#### MINNEAPOLIS, MINN.

(Dairies)

When the MILK FOUNDATION OF MINNESOTA wanted to crash the ether waves, it took to *Superman* and WTCN. Writes adman C. J. Rian of the McCORD ADVERTISING AGENCY: "In approximately five weeks of promoting, we received a total of 8,623 requests for the *Superman* ring. First two days mail when we offered the *Superman American badge-pin* was in the neighborhood of 700 letters, each including five cents and two bottle caps."

AIR FAX: Sponsorship of this quarter-hour transcribed show may be on a three or five times a week basis.

Availabilities: 325 episodes.

Producer: Robt. J. Maxwell, *Superman, Inc.*

COMMENT: One of the most important factors in the success of any radio program sponsored locally is the merchandising plan behind it. Experience of most sponsors is that a mediocre show with a strong merchandising plan is a better buy than a Class A program with a bad one. A radio feature with a fine program plus an excellent merchandising tie-up is a hard-to-beat combination!



## Kiddie Review

*By Tod Williams*

ONE of the hoariest axioms of the advertising business is: "Sell the children and you sell well."

This seems to be resoundingly supported by the men who pay the bills. In a recent issue of RS, a survey indicated that 1,479 children's programs are being aired over 372 stations in 168 cities! I am crass enough to wonder how many of these 1,479 programs are doing the *selling* job of which they are capable?

Let me explain what I mean. In the spirit of pure research, I studied my small daughter as she listened to her favorite kid shows. I made the mental note that a couple of the products which were advertised were in use in our home. This supported the contention of Allen Ducovny who wrote in the last August issue of RS: "77.3 percent of the children assured investigators that their parents bought them the things they asked for."

Then came the commercial on a third program. At that point my offspring uncoiled herself and neglected the sales talk. I asked her why.

"Oh!" she remarked with disdain. "He sounds like a school teacher."

What she meant was that the copy was written and delivered in a pedantic manner. It *bossed* her, and she resented it.

Let that be lesson No. 1! *Be friendly and cordial. Don't talk down.*

The next thought that obtrudes itself in discussing programs for children is: "What products can be moved by this medium?"

The answer is: "*virtually anything.*"

In Kansas City, for example, a music store has sold thousands of dollars worth of pianos and instruments by making music lessons and music in the home attractive to the younger generation. Paw and Maw are pretty much ignored in this approach. If they care to listen to the JENKIN'S *Kiddie Revue*, which has been one of WHB's most popular features since 1932, that is a by-product. The appeal is to the children. It's *their* program. They are the performers. The sales talk is directed, cleverly, to them.

The WILKIN'S Co. of Pittsburgh also uses an amateur hour. In the May, 1941, issue of RS, their advertising manager wrote: "Like the majority of jewelers, we had thought that ours was a product to be advertised seasonally. The success of this program has kept us consistently on WJAS since 1935.

Now if you can sell pianos and jewelry with an approach to the kids, you can move anything!

Getting right down to facts, the first thing to consider in reaching this audience is the "time." Listenable hours for this group are restricted. Most recommended are the hours between four and six P.M. and on Sunday afternoon. Early Saturday morning shows have had great success, too.

Next, what to use.

Broadly speaking, the *Kid Amateur Hour* is almost sure-fire. The little nippers love to perform, and because each kid who appears on the program will advertise the fact to every friend and relative, an audience is quickly accrued.

Next, there is the *Quiz Type*. Most of the guests lack the inhibitions of their elders. Their pert, frank answers are a joy. Further, as a by-product, PTA organizations and teacher groups heartily endorse this type of program. It's valuable support.

Then there is the *Story Teller*. I believe that anyone who has ever had a child in the home knows how much he enjoys having a story told or read to him. He'll give it his undivided attention. The benefit of this type of show is that the talent cost is always low.

These three program types are suggested as adaptable to the local situation. You may have to put switches on them, but fundamentally they remain the same. In addition, there are scores of excellent transcribed programs. The range is almost unbelievable. Rather than go into a detailed discussion of them here, I suggest that if you are interested, you communicate your needs with SHOWMANSHIP.

My suggestion to any sponsor who proposes to explore this market to the utmost: that he deliberately set up a "Board" of representative moppets. Let this board meet regularly to express frank opinions of the program and commercials. I sincerely believe that the advertiser who does this will be amazed at the help he will get.

I grant that this is a radical recommendation, but let us not overlook the fact that at present, the *Children's Program* is one type of radio on which local merchants are spending more money, and using more extensively, than network advertisers.

In other words, you, as a local advertiser, can custom-build a program to fit your needs. You can analyze listening habits and pick your time with adroitness. Capitalize on this by adding the final factor, actual participation of the ones whose good will you seek. It'll pay dividends!

Every Advertisement Today Is  
A Toast to Victory Tomorrow

# Men's WEAR in a Man's WAR

Writes Stanley G. Heyman, Vice-  
President of Moore's Ltd.

**I**N World War I, there was a barrack's song that still brings up visions of K.P. duties and other less glamorous phases of military life. Since you'll recall it, I shall only quote the last line: "You'll never get rich, you're in the Army now."

Somehow I think that applies to all of us during World War II. We needn't expect to get rich; our only hope will be to keep our heads above water. MACY'S ad in a recent *New York Times* neatly sums up Mr. John Q. Public's attitude:

*"Have you an uneasy feeling that you're about to lose your shirt? Do mounting defense taxes and rising costs make you wonder how you're going to buy the things you need without living beyond your means? Don't give up the ship, brother. Everybody's in the same boat."*

So it looks as though all of us are in for interesting adjustments ahead. Most will meet the situation and survive; others may die with their boots on.

I am not setting myself up as a crystal-gazer or a Roger Babson, but I shall attempt to digest what's cooking on the men's wear front under wartime conditions.

## CONSUMER

An article in the *United States News* stated that 49 percent of the people engaged in civilian work will be either in defense jobs or the armed service by 1943. *Specifically*: there are now 44,400,-

000 in civilian industries, 5,000,000 in defense plants and 2,100,000 in the service. In 1943, the ranks of civilian workers will drop to 23,400,000. Defense employees will soar to 25,000,000, and the armed forces will total 10,000,000.

This means that a lot of consumer "white" collar workers will change to "black" collar jobs, a change-over which will bring drastic revisions in the buying habits of many customers. Fortunately for us, the change should be for the better. Note that nearly 2,000,000 unemployed get work! Good pay, too! Will these "black" collar workers have money? Here's what *Hat Life* has to say:

"Let's see what Joe Doakes spent on new cars and tires last year:

New passenger cars: \$3,500,000,000.

New tires and tubes for passenger cars: \$1,040,000,000.

That's a total of four and a half billion dollars. Add to this, the billion or so dollars he spent for careless use of gas; the half billion he spent on car accessories; the half billion he spent on new home refrigerators for the missus; the half billion he spent on new radios, and the millions of bucks that went for other gadgets requiring metals and rubber, and you get an astronomical sum that can't be spent for the same things in 1942.

"This year that money will still be in Joe's pocket unless he finds something else to spend it on. Taxes will mop up



*"If I had thought you would go into the clothing business when you grew up, I would have drowned you when you were a pup," was the father's admo-*

*nition given to Stanley Gerson Heyman, shown above. Today that son is vice president and advertising manager of the four Moore stores in San Francisco, Oakland and Berkeley, Cal.*

*When his father's death called young Stanley back from his course at the Chicago Art Institute, he applied his art to trimming windows and writing ads for The Hub, the clothing store his father founded in Oklahoma City, Okla. When this business was sold, he escaped the folds of the clothing business by apprenticing himself to an advertising agency.*

*Copy on everything from coal to cold cream culminated in making the copy writer the advertising manager of an exclusive ready-to-wear establishment. It was only a short hop into the men's wear field. When Moore Ltd. started from scratch in 1929, puckish looking adman Heyman was charged with the responsibility of its advertising and sales promotion.*

woolen clothes. So far the only obvious change is the cuff-less trouser. How drastic restrictions will be later is anybody's guess. Hats are already being offered in Triple mixtures; one-third hare's fur (from which good felt has always been made), one-third casein and one-third wool. Silk neckwear will undoubtedly be replaced by ties made of wool, nylon, rayon, spun glass, or other ersatz. And they'll still be good looking! The new scheme of things will call for ingenuity on the part of manufacturers, and that's where the Yankee shines! Wool and other shortages won't faze us. We'll not only take the so-called "manipulated" fabrics and like them; we'll actually enjoy the substitutes before this war is over!

#### ADVERTISING

So you're going to cut your budget, eh? Well, let *this* be a lesson to you. It's by Raymond Moley, editor of *News Week*: "During the last war, 17 businesses decided to discontinue advertising for the duration. Of these major companies, six sold out or were absorbed by competitors. One went out of business. One went into receivership. One was deflated 97 percent in terms of personnel. One lost 81 percent of its sales volume. Four lost their leadership in their fields. One was operated by the banks for five years. Two found that competitors had grown at their expense." Their bleak story is now so well known throughout the business world that it is unlikely to be reinforced by any more volunteers.

A brochure recently released by LORD & THOMAS' London office sums up the advertising picture:

*"Woven deep into the ways of democracy is advertising: a bridge between the freedom of people to buy and the freedom of people to sell.*

*"No Nazi bombing has been able to destroy that bridge in Britain.*

*"Every advertisement appearing there today is a flag of defiance; is direct testimony to someone's faith in the future; is someone's toast to victory."*

a part of this loose dough. Another part of it will, we hope, go for War Bonds. But even after this is deducted, there still will remain a larger sum of potential spending money than the country has ever known, awaiting our proof to the consumer that we have something worth spending for."

#### MERCHANDISE

You've read about the Victory suit and what W.P.B. restrictions are doing to



## AIRING THE NEW

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

### Children's Wear

#### RUTH'S BIRTHDAY PROGRAM

*Round and round the little ball goes  
And where it stops, nobody knows.*

Borrowing the wheel from roulette and bingo, WCBI, Columbus, Miss., has given it a birthday twist with a show called *Ruth's Birthday Program*, for RUTH's, a complete ladies' and children's ready-to-wear store.

First wheel is numbered through 31. Spinning of that determines the day of the month. Second wheel with numbers one through 12 is spun to determine the month of the year. First person to establish birthday claim for the month and date determined by the wheels, and who provides reasonable proof of the legitimacy of her claim, gets a gift from RUTH's.

Program is interspersed with a musical theme and commercial copy. Special promotion includes display cards and pictures in RUTH's, plus local news stories and newspaper ads. Tie-ups with the sponsor's regular news ad also plug the five-minute show.

**AIR FAX:** Birthday wheel is spun by emcee Charlie Holt.

*First Broadcast:* February, 1942.

*Broadcast Schedule:* Tuesday and Thursday, 7:00-7:05 P.M.; Sunday, 8:45-8:50 A.M.

*Preceded By:* Sunday, Local Transcribed Program.

*Followed By:* Sunday, Music.

*Sponsor:* Ruth's, ladies' and children's ready-to-wear.

*Station:* WCBI, Columbus, Miss.

*Power:* 250 watts.

*Population:* 15,467.

**COMMENT:** Legion are the variants on the contest format. Here is one which is inexpensive to produce, is almost certain

to build up a large following. Staggered schedule enables sponsor to widen the circle of his listening public.

### Department Stores

**JOHNNY JUMP UP CLUB** Ample radio entertainment for ten-year-olds who have graduated into the blood-and-thunder stage is provided through such thrillers as *Jack Armstrong* and *The Lone Ranger*. For the small fry, still in the fairy tale age, the field is more limited.

Designed as an institutional feature, *Johnny Jump Up* is the H. C. CAPWELL Co.'s contribution to Oakland, Cal., homes. While Oakland's largest department store has sponsored the KROW show for nearly eight years, *Johnny Jump Up* has never been used for merchandising purposes. Proof that CAPWELL's consider *Johnny Jump Up* a good investment: when *Capwell Hi-Lites*, a strictly merchandising program was started this April over KROW, not dropped was this children's good will builder.

Slightly adventurous in nature, the stories are purely in the realm of fantasy. Definite restrictions for the program's format: no killing, no guns, no murder, no horror of any kind. Only weapon ever referred to was a bow and arrow used for defense purposes against a wild animal. *Result:* show has the endorsement of Parent-Teachers' organizations, women's clubs and school officials.

Feature of the program is the *Johnny Jump Up Birthday Book* from which greetings are read each day. Children send in their names and addresses to CAPWELL's, are inducted into the club by the ritual of having *Johnny* read their names. Currently registered: 10,000 moppets. Registered during *Johnny's* eight years on the air: 80,000!

That patriotism begins in the cradle is indicated by the fact that youngsters are now being kept U. S. conscious by the solicitation of poems and lyrics about U. S. War Stamps. Read over the air are these literary efforts. Patri-tots are also behind a *Victory Garden* drive. For those who want to plant their own gardens, CAPWELL's nursery department provides free seeds on request.

**AIR FAX:** Always a member of Capwell's advertising department is *Johnny Jump Up*. Current *Johnny* is Douglas Cross who works in the KROW studios without an audience.

**First Broadcast:** 1934.

**Broadcast Schedule:** Monday through Friday, 5:00-5:15 P.M.

**Preceded By:** Music.

**Followed By:** Jack Armstrong.

**Sponsor:** H. C. Capwell Co.

**Station:** KROW, Oakland, Cal.

**Power:** 5,000 watts.

**Population:** 432,898.

**COMMENT:** Usually radio clubs for kids are clubs in name only. Kids join up willingly, but they never get anything to do. Not so with CAPWELL'S *Johnny Jump Up*. War effort has made this club even more effective than ever before.

## Department Store

**LET'S GO PLACES** Battle cry for radio special events men is "*Let's Go Places.*" Not only going places, but also doing things for ROSENBLUM'S, INC., Cleveland, O., is WCLE's Carl Mark. Radio visits direct from the scene of interesting places and things in Greater Cleveland has led special eventer Mark to broadcast from a vat in the WALDORF brewery, and the dark room of a large commercial photographic studio. At the Noss PRETZEL Co., he interviewed a pretzel

bender, bent one himself. An interview with on-the-job WEST END laundry workers turned up one who had recently found a cat in a laundry bag.

Broadcast five times weekly, the show presents a photographic picture of a big city in action. Transcriptions of these interviews in factories, shops and homes are broadcast on succeeding days. At each point, from 30 to 60 minutes of "cutting" is done, and only the best portions are aired.

**Special promotion:** cards featuring the WCLE mobile studio and portable transcription unit are sent to employees in featured industries. Posters are also placed in the companies' shops or offices.

**AIR FAX:** **First Broadcast:** March, 1942.

**Broadcast Schedule:** Monday through Friday, 12:15-12:30 P.M.

**Preceded By:** Boake Carter.

**Followed By:** Music.

**Sponsor:** Rosenblum's, Inc. (Department Store).

**Station:** WCLE, Cleveland, O.

**Power:** 500 watts.

**Population:** 1,111,499.

**Agency:** Leroy Lustig.

**COMMENT:** More and more department stores are turning to radio to aid them in building good will among the employees of various industries. Here's an



idea that gets the store in the front door!

## Home Furnishings

### LET'S TAKE A LOOK IN YOUR MIRROR

Perhaps the most effective of all feminine appeals is the desire for beauty and charm. *Madame* may be interested in the latest cake recipe, and tips on how to bring up Junior, but "Charm is a woman's business." Telling each woman how to discover her own type of charm is Stella Unger in this five-minute transcribed feature heard over WIBX, Utica, N. Y., for the E. TUDOR WILLIAMS Co., furniture dealers.

During 1941, 100 advertisers sponsored charm-expert Unger's *Hollywood Headliners*. Now on the market is this new show which tells listeners how to find the key to their individual personalities, and how to attain self-confidence, poise and happiness.

*Special promotion:* window and store cards with Stella Unger's picture plug the show. Adman Ray Brown, advertising manager for the E. TUDOR WILLIAMS Co., is also using mats in connection with newspaper advertising.

**AIR FAX:** With 156 five-minute programs available, the series can be broadcast from three to six times weekly.

*First Broadcast:* March 10, 1942.

*Broadcast Schedule:* Tuesday, Wednesday, Friday, 2:10-2:15 P.M.

*Preceded By:* Joyce Jordan.

*Sponsor:* E. Tudor Williams Co.

*Station:* WIBX, Utica, N. Y.

*Power:* 250 watts.

*Population:* 114,412.

*Transcription Co.:* NBC Radio-Recording Division.

**COMMENT:** Five-minute features of this kind with a sales-tested personality behind them are excellent bets for sponsors whose products appeal primarily to women. Show may be used alone, or as a part of a longer program. Subject matter of this show is one which appeals to teen-age girls as well as to matrons.

## Schools

### HIGH SCHOOL REPORTER OF THE AIR

News consists of items of interest about the world in which one lives. Living in a world of their own are high school students. Catering to the student's inter-

est in his own orbit is the WATERTOWN SCHOOL OF COMMERCE, whose *High School Reporter of the Air* is heard weekly over WWNY, Watertown, N. Y.

Program is beamed at high school seniors interested in entering the business world. A radio news correspondent from each of 15 schools in northern New York state sends in school news.

Each week a different school edits the copy and presents the news as a part of the broadcast. Along with the news commentator from that school come school personalities and faculty members to take over a large portion of the program.

*On each program:* a living testimonial is presented to illustrate the value of WATERTOWN SCHOOL OF COMMERCE courses. School graduates now employed in important positions come to the mike for interviews.

Writes Roy W. Parker, principal of WATERTOWN SCHOOL OF COMMERCE: "It is rather difficult to select advertising mediums for a business school as the potential possibilities constitute such a small percentage of those who are exposed through most advertising media.

"The idea of having the students from the different high schools participate was to create interest among that group of students who do constitute our potential prospects."

**AIR FAX:** High school students run their own specialized program. Show also acquaints parents with news and views of high school youth.

*First Broadcast:* October 25, 1941.

*Broadcast Schedule:* Saturday, 12:15-12:30 P.M. (EST).

*Preceded By:* Fascinating Rhythms.

*Followed By:* News.

*Sponsor:* Watertown School of Commerce.

*Station:* WWNY, Watertown, N. Y.

*Power:* 500 watts.

*Population:* 32,205.

**COMMENT:** Commercial schools are faced with the problem of producing a radio offering which will appeal to the largest possible number of potential students. On this unusual program idea, sponsor hits the nail on the head, contacts high school students, who constitute its best prospects. The correspondents who send in material are perfect promoters of the program in each high school.



# SHOWMANSHIP IN ACTION

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

## Department Stores

**CAMERA CLUB OF THE AIR** Look pleasant please and smile at the birdie. SEARS' *Camera Club of the Air* is on the air! Listeners bitten by the photography bug become members by addressing a postcard to the KFPY program. Some 200 Spokane, Wash., enthusiasts have enrolled to date.

Without cost or obligation, snapshot members receive pamphlets on latest photographic advancements, and information about various snapshot contests. To Glenn Waugh, advertising manager of the Spokane SEARS' RETAIL STORE, the club performs an additional service; membership provides the store with a valuable mailing list.

**AIR FAX:** The program is built on two distinct formats. The first, a fifteen-minute script show, features the newest methods in photography, latest camera improvements, and the new advancements in dark room technique and equipment. Also highlighted are ideas for choice of subject matter, tips on how to achieve good composition, and answers to listeners' inquiries about their own photographic problems.

The second type of program, heard on alternate weeks, plays up an interview with an experienced photographer who specializes in one particular field of photography, either as an occupation or a hobby. Experts in portrait, home movie, aerial survey, police identification, and news photography work do their turn before the mike. Dark room processing specialists, professional motion picture projectionists and amateurs whose work is outstanding also appear on the program.

*First Broadcast:* April 4, 1941.

*Broadcast Schedule:* Friday, 10:25-10:40 P.M.

*Preceded By:* News.

*Followed By:* CBS Sustaining Orchestra.

*Sponsor:* Sears, Roebuck & Co.

*Station:* KFPY, Spokane, Wash.

*Power:* 5,000 watts.

**COMMENT:** There's more than one way to skin a cat, and there's more than one way to eliminate

waste coverage for sponsors whose volume depends upon reaching a particular market. By aiming its show at a special-interest group, SEARS' may have fewer total listeners but it does have more buyers per listener. The club angle provides its sponsor with an invaluable mailing list.

## Jewelers

**MISS WINNIE'S JOLLY JUVENILES** Manufacturers about to launch a new product frequently conduct extensive research in the realm of effective brand labels. Purpose: to find a name that will "click" with the public. When credit jewelers HOME CIRCLE STORE, Plattsburg, N. Y., wanted to name its weekly amateur kid show heard over WMFF, it went to its listening audience for a name.

Juvenile singers and musicians emceed by Winnie O'Mara strut their stuff for the half-hour Saturday show. To the listener who bobbed up with *Miss Winnie's Jolly Juveniles* went war stamps as the prize for her brain-child. When HOME CIRCLE promoted a contest for Plattsburg's best-liked moppet, prize was a wrist watch. Mail response for such contests averages about 250 weekly letters. Sponsor reported noticeable sales increases soon after start of series.

**AIR FAX:** Program is a variety show with group singing, solos, recitations, instrumental music, playlets and tap dancing.

*First Broadcast:* September 27, 1941.

*Broadcast Schedule:* Saturday, 11:00-11:30 A.M.

*Preceded By:* To the Women.

*Followed By:* Little Blue Playhouse.

*Sponsor:* Home Circle, credit jewelers.

*Station:* WMFF, Plattsburg, N. Y.

*Power:* 250 watts.

*Population:* 13,349.

**COMMENT:** While premiums of almost any kind are excellent audience builders for children's shows, giveaways which tie-in with the sponsor's own products are particularly valuable as sales builders. Showmanship involved in the *name-the-show* contest also helped create widespread listener interest in sponsor's radio offering here.



## Merchants' Association

**BR'ER FOX CLUB** When the ten-year-old *Br'er Fox Club's* weekly meeting convenes over KFH for 12 Wichita, Ka., merchants, members settle down to a schedule of movies, stage acts and community singing. Pipe organ music starts the wheels rolling, community singing means full speed ahead. With the steam up, the 5,000 proud owners of continuous memberships in the club tout the virtues of sponsor's products through the medium of "singing commercials" used in connection with screen slides.

At the end of each 26-week period, members participate in a contest with merchandise awards ranging in value from 25 cents to 75 dollars. Loyal members of the *Br'er Fox Club* save sales slips, bottle caps, box tops, each entitling their holders to 10 votes for each five cents spent with a sponsor. As a nest-egg, a program card issued weekly is good for 1,000 votes. To those with the greatest number of votes to their credit, go bicycles, tennis rackets, footballs, bows-and-arrows, other prized items. *When the ghost last walked:* boy winner turned in a total of 25,470,196 votes, or the equivalent of \$127,350; next in line was a lad with 23,906,172 votes to his credit. Converted into coin of the realm, his votes represented sales worth \$118,530. Top winners for the lassies turned in 9,487,645 and 4,200,706 votes, respectively. Premium ante usually begins at 500,000 votes.

Club members are admitted free on their birthdays, can also bring a friend on that occasion. At all other times, members get into the meeting (show) for five cent weekly dues (admission). To each one goes a free nickel treat of a candy bar, ice cream, or soft beverage. All of the 5,000 members carry membership cards.

Sponsors receive daily screen advertising at the UPTOWN THEATRE, and liberal air mention during the KFH Saturday club meetings. Winter and summer, long lines of youngsters wait to get into the afternoon club meetings, and pandemonium breaks loose when a thousand young throats begin to warble the sing-

ing commercials. Sponsored by 12 large Wichita concerns, the show was conceived and built ten years ago by E. Fred Scrapper, KFH's local advertising manager. Eight of the twelve sponsors now on the air got in the buggy ten years ago when *Br'er Fox Club* was a cub in the radio world.

**AIR FAX:** Special movies, pictures, shorts, stage entertainers and novelties of various kinds under the emceeing of three KFH staff men, Vernon Reed, Larry Stanley and Eddy McKean make up the format of this show. Show's listening audience rating is the highest rating achieved by any air show in the Southwest area at its time of day.

*First Broadcast:* 1932.

*Broadcast Schedule:* Saturday, 2:00-2:15 P.M.

*Preceded By:* Ark Valley Boys.

*Sponsors:* Rushton Baking Co., Kansas Milling Co., Rorabaugh-Buck, Southwest Cracker Co., Wichita-Ponca Tent & Awning Co., Phillips 66, Steffen's, Busch Shoe Co., Arnholz Coffee Co., City Laundry & Dry Cleaners, Conway Springs Bottling Co., Wichita Federal Savings & Loan Ass'n.

*Station:* KFH, Wichita, Ka.

*Power:* 5,000 watts.

*Population:* 175,000.

**COMMENT:** Kiddies organizations are a splendid medium for a sponsor's advertising dollar. The merchant with an "in" with today's young customer is already established with tomorrow's adult buyer. To promote such a show, to build it, to develop all its possibilities takes a great deal of time on the part of the man behind the gun, the fellow who jigsaws the pieces together. But it pays big dividends. It is advertising plus! (For pic, see *Showmanscoops*, p. 208.)

## Paints

**HISTORY IN THE MAKING** Because news events of today are *History in the Making*, progressive educators have evolved numerous devices to interest their youthful charges in current happenings. When the WHK, Cleveland, O., news review of the week went on the air for the NEW UNITED CORPORATION, wall paper and paint retailers, it was transcribed and rebroadcast by the Cleveland Board of Education F. M. Station WBOE to all public schools. While transcriptions were discontinued after a year, copies of the scripts of all broadcasts are now available in every branch of the Cleveland Public Library. Copies are also available in all libraries of the United States armed forces main-

tained by the U.S.O. throughout the country.

Several hundred of the scripts are mailed each week to persons requesting them. At year's end, bound copies covering the 52-week period are made available at cost.

**AIR FAX:** This institutional program is scripted by WHK-WCLE newsman Ray McCoy. Announcer Bob Carter is a petty officer in the Naval Recruiting Service, continues his work at the request of the sponsor and by special permission of the Navy Department.

**First Broadcast:** December, 1939.

**Broadcast Schedule:** Sunday, 11:00-11:15 P.M.

**Preceded By:** Good Will Hour.

**Followed By:** Dance Music.

**Sponsor:** New United Corporation.

**Station:** WHK, Cleveland, O.

**Power:** 5,000 watts.

**Population:** 1,111,449.

**COMMENT:** That all shows of interest to children need not be amateur hours, story-tellers, other programs of that ilk, is indicated by the interest educators expressed in this radio offering. Certainly, studies conducted under the direction of Dr. Frank N. Stanton, CBS director of research, and Dr. Paul F. Lazarsfeld, Columbia University, director of the office of radio research, reveal that children make up a sizeable portion of the news listening public. Also revealed in *Radio Research 1941*: that the younger generation's news knowledge comes mainly from radio.

## Shoes

**TICK-TOCK STORY TIME** For tiny tots who jampack the NISSEN SHOE Co.'s Green Room when *Tick-Tock Story Time* goes on the air over KTOK, there are balloons, whistles, other novelties dear to the juvenile heart. Biggest treat of all is to sit around the piano with *Tick-Tock* story teller Anne Page while she spins yarns which she herself has authored. For stay-at-homes anxious to visualize the quarter-hour of fun there are photographs of story-spieler Anne and her diminutive *Tick-Tockers* available upon request. Pictures are autographed by Anne, mailed with a letter on NISSEN letterhead which Anne herself signs.

While the show is beamed at school-age children, *Tick-Tock Story Time* also pulls a large adult audience. Mail response also indicates a large proportion of adult listeners. To create additional interest in the show, pupils from two or three public schools in Oklahoma City, Okla., designated as *honor schools of the week* are invited to appear at the broadcast as special guests. Highly pleased with results is the NISSEN SHOE Co. Comments store manager Wm. E. Holston: "We see increasingly large possibilities for the program in the NISSEN merchandising plans."

**AIR FAX:** **First Broadcast:** September, 1940.

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

**Preceded By:** Morning Varieties.

**Followed By:** Four Polka Dots.

**Sponsor:** Nissen Shoe Co.

**Station:** KTOK, Oklahoma City, Okla.

**Power:** 250 watts.

**Population:** 202,662.



**COMMENT:** Remote broadcast originating from sponsor's place of business pay out good dividends in the terms of additional store traffic. Certainly, remotes

help identify in a very concrete way the sponsors radio offering with his product.

Programs slanted at the wee ones is a field that might well be more fully developed by advertisers. For additional proof that such story-hours are lucrative for sponsors, see *Sales from Bedtime Tales*, p. 382, in the December, 1941, issue of RADIO SHOWMANSHIP.

Recently collected, timed and otherwise prepared for broadcasting is *Once Upon a Time*, authored by Katherine Williams Watson, and published by the H. W. WILSON Co. Told are holiday stories, and tales about animals, ballads, fairies, history and legends from all over the world. Ideal "fillers" to round out a short program are letters (found in a second section of the book) from famous authors and illustrators to children. Stories were originally heard over KOA by Denver, Col., moppets. (For pic, see *Showmanscoops*, p. 209).

**SAMPLE SCRIPT AVAILABLE.**



# SHOWMANSCOOPS

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

## Children Today

● *Left . . .* For eight years *Johnny Jump Up* has read greetings from his big *Birthday Book* for the H. C. CAPWELL CO. over KROW, Oakland, Cal. (For story, see *Airing the New*, p. 202.)

● *Below . . .* Loyal members of KFJH's *Br'er Fox Club* save slips, bottle caps, and box tops. Each five cents spent entitles holders to 10 votes. To those with the greatest number of votes go bicycles, tennis rackets, footballs, etc. (For story, see *Showmanship in Action*, p. 206.)





## BUYERS Tomorrow

● *Above . . .* A special Saturday afternoon series on KSD, St. Louis, Mo., is the sixth annual *Spelling Bee*. Spelling Master Frank Eschen, KSD's program director, and Judges Hugh Lewis and Sterling Harkins look on as a contestant struggles with the word "autochthonous." Teams from 15 city and county schools will appear on this hour-long show during its eight weeks' schedule.



● *Center . . .* Kids crowd around Uncle Don at his annual Christmas party at the WOR studios. *Uncle Don's Children's Party*, now in its seventh year, is a half-hour show heard seven days a week. Sponsorship is participating.



● *Below . . .* Youngsters crowd around story teller Anne Page when *Tick-Tock Story Time* goes out over the KTOK airwaves for the NISSEN SHOE CO., Oklahoma City. (For story, see *Showmanship in Action*, p. 207.)



## PROOF O' THE PUDDING

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

### Newspapers

**JOLLY JOE** Almost universal is the childhood desire for a dog. Mother may have to feed the pup, father may have to let it out at night, but Junior wants his four-legged pal. **SUN** stock rose with Chicago's younger generation when the newspaper offered to give away two pedigreed Cocker spaniel puppies every day. Youngsters have to name the puppy, give their reasons for selecting that particular name. For the two best names and reasons: a dog apiece. *Hook:* each entry must come in on a coupon clipped from the Chicago **SUN**.

First week's mail drew approximately 5,000 entries. *Jolly Joe* is still in there pitching, hopes to go into six figures. *Reason:* when *Jolly Joe* was sponsored by a cereal account, his daily show pulled more than 100,000 letters, each including proof-of-purchase.

**AIR FAX:** Mother's helper is *Jolly Joe*. While *Jolly Joe* reads the comics from the daily and Sunday **Sun**, sings, and plays the piano, he also stages numerous campaigns helpful to parents. *Example:* "Don't forget to help mother week." For the past five years *Jolly Joe* has emceed a 7:45-8:00 A.M. riser, although in its present format, show is almost as new as the Chicago **Sun** itself.

*First Broadcast:* April 6, 1942.

*Broadcast Schedule:* Monday thru Saturday, 7:45-8:00 A.M.; Sunday, 8:30-9:00 A.M.

*Preceded By:* Monday thru Saturday, *Mac & Bob*; Sunday, *Everybody's Hour*.

*Followed By:* Monday thru Saturday, *WLS Rangers*; Sunday, *Musical Millwheel*.

*Sponsor:* Chicago **Sun**.

*Station:* WLS, Chicago, Ill.

*Power:* 50,000 watts.

*Population:* 3,440,420.

*Agency:* Wade Advertising Agency.

**COMMENT:** While most kid shows are beamed at late afternoon listening, spon-

sors need not ignore the pre-school hours. Certainly the early morning show meets with less competition for juvenile attention than those spotted before dinner-time.

### Dairies

**BOTTLE CAP AUCTION** When baseballs, air rifles, baseball mitts, flashlights, roller skates and bicycles were knocked down to the highest bidder in the WMT weekly auction for the **CARNATION DAIRY Co.**, no money changed hands. Boys and girls paid off their bids in **CARNATION** bottle caps. Grand prize at the end of the six weeks broadcast period: a completely equipped bicycle. Two-wheeler went for 9,800 **CARNATION** bottle caps. Number of bottle caps received during the six weeks period: 45,000!

*Merchandising tie-in:* special values put on certain types of **CARNATION** bottle caps. *Example:* one **CHOCOLATE DRINK** bottle cap counted as five regular bottle caps.

Special promotion included handbills distributed by **CARNATION** routemen to every house in Waterloo, Ia. Posters were put up in all retail stores distributing **CARNATION** milk. Also used were newspaper advertisements, and movie trailers in the **IOWA THEATRE**.

**AIR FAX:** For a ten cent admission charge, youngsters saw the movie being shown that week at the **Iowa Theatre**, and had a chance to participate in the *Bottle Cap Auction*. Show was adlibbed.

*Broadcast Schedule:* Saturday, 2:30-2:45 P.M.

*Sponsor:* Carnation Dairy Co.

*Station:* WMT, Waterloo, Ia.

*Power:* 5,000 watts.

*Population:* 54,300.

**COMMENT:** Bottle caps, other proof-of-purchase evidence, have long been a standby in enlisting the support of the juvenile market. Worthwhile prizes and the element of chance made this show an excellent medium for creating a tremendous amount of interest. An auction like this builds up interest from week to week.

## Grocery Products

**THIS IS AMERICA** Dear to the hearts of American school boys is the bravery and daring of the Green Mountain Boys. Equally thrilling is the siege of Fort Ticonderoga led by fearless leader Ethan Allen.

With history in the making, today those episodes in American history take on even added significance. If the **HERSHEL CALIFORNIA FRUIT PRODUCTS CO.**, San Jose, Cal., needed any proof of that fact, response to its giveaway offer used in connection with *This is America* symbolized a mighty affirmative.

Offered was a simulated parchment facsimile of the *Declaration of Independence*. Response to this proof-of-purchase offer requiring three labels of its products and 25 cents in coin: 1,400 requests. Dealer cash registers had clinked 4,200 times in the interest of **CONTADINA TOMATO PASTE** and **CONTADINA PEELED TOMATOES**.

Transcriptions were played for the history classes of the Junior High Schools and the higher grade schools of Philadelphia.

**AIR FAX:** Program is a fifteen-minute educational transcription dramatizing incidents and personages in American history. Through such names as Paul Revere, John Hancock, Ethan Allen and Betsy Ross, the true meaning of American freedom is brought home to children and adults.

Sponsors who have successfully used the show include department stores, public utilities, life insurance companies, banks, brewers, dairies and bakeries.

*Merchandising tie-ins:* lapel buttons, windshield stickers, store danglers, display cards, and window streamers. All feature the *Red, White and Blue*, the *Statue of Liberty* and the *Stars and Stripes*.

*Availabilities:* 26 15-minute programs.

*Broadcast Schedule:* Tuesday and Friday, 7:15-7:30 P.M.

*Preceded By:* News.

*Followed By:* Music.

*Sponsor:* Hershel California Fruit Products Co., San Jose, Cal.

*Station:* WPEN, Philadelphia, Pa.

*Power:* 5,000 watts.

*Population:* 2,081,602.

*Transcription Co.:* Frederic W. Ziv.

*Agency:* Aaron & Brown.

**COMMENT:** Historical program ideas are the perfect answer to the sponsor looking for interesting entertainment for children which also meets with parental and teacher approval.

# FOR KIDDIES

*Recommended for children because they were especially designed for children are the following tested live and transcribed shows which have been reviewed in previous issues of RADIO SHOWMANSHIP.*

**ADVENTURES OF PINOCCHIO**, Sept., '40, p. 11.

**OH, TEACHER!**, Sept., '40, p. 14.

**YOUTH SPEAKS**, Sept., '40, p. 24.

**WHOA BILL CLUB**, Sept., '40, p. 31.

**KID SHOW: HANDLE WITH CARE**, Nov., '40, p. 92.

**ADVENTURES IN CHRISTMAS TREE GROVE**, Nov., '40, p. 98.

**YOUNG AMERICAN'S CLUB**, Nov., '40, p. 110.

**SCHOLASTIC SPORTS**, Nov., '40, p. 113.

**THE LONE RANGER**, Dec., '40, p. 129.

**JUNIOR TOWN**, Dec., '40, p. 136.

**JUNIOR ROUND TABLE**, Dec., '40, p. 146.

**KIDDIES CLUB**, Jan., '41, p. 27.

**MICKEY MOUSE CLUB**, Jan., '41, p. 32.

**JUNIOR SHOWBOAT**, Feb., '41, p. 15.

**MICKEY MOUSE CLUB**, Feb., '41, p. 70.

**STREAMLINED FAIRY TALES**, Mar.-Apr., '41, p. 90.

**KID WIZARDS**, Mar.-Apr., '41, p. 103.

**WILKENS AMATEUR HOUR**, May, '41, p. 132.

**SONNY TABOR**, May, '41, p. 140.

**VARIETY IS THE SPICE OF SALES**, July, '41, p. 202.

**KIDDIE QUIZ**, July, '41, p. 214.

**YOU CAN'T FOOL THE KIDS**, Aug., '41, p. 246.

**DAWSON'S SPELLING BEE**, Sept., '41, p. 286.

**SPORTS MONTAGE**, Sept., '41, p. 290.

**SPELL IT AND WIN**, Sept., '41, p. 291.

**MUSIC SALES THROUGH THE AIR**, Oct., '41, p. 306.

**BILLIE THE BROWNIE**, Oct., '41, p. 314.

**KERRY DRAKE OF THE SIGNAL CORPS**, Oct., '41, p. 317.

**THE CINNAMON BEAR**, Oct., '41, p. 319.

**RED GOOSE CLUB**, Nov., '41, p. 360.

**MONEY FOR YOU**, Nov., '41, p. 361.

**SALES FROM BEDTIME TALES**, Dec., '41, p. 382.

**UNCLE BOB'S BIBLE STORIES**, Dec., '41, p. 393.

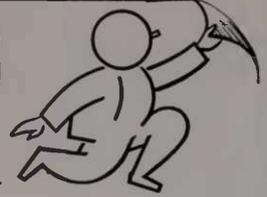
**YOUNG AMERICA SINGS**, Dec., '41, p. 395.

**JUNGE AMATEUR HOUR**, Jan., '42, p. 31.

**CURRENT EVENTS QUIZ**, Mar., '42, p. 101.

# SHOWMAN VIEWS

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



## Adventure

**ADVENTURES WITH ADMIRAL BYRD** When Admiral Richard E. Byrd put his experiences in the frozen Antarctic to paper, that book became a best seller. Readers thrilled to his six months vigil in a tiny shack at Advance Base Weather Station, 123 miles from Little America. That what is thrilling on paper becomes even more dynamic when heard is indicated by the tremendous radio listening audience created on the occasions of broadcasts by America's No. 1 explorer.

Now available are 26 programs which Admiral Byrd himself introduces. In each one he delivers a personal message. Each quarter-hour highlights adventures actually encountered on his various expeditions. Thrilling and moving: *Rough Landing at Spitzbergen; Trapped.*

**AIR FAX:** While 26 in the series are now complete, more are in production. First to get on the band-

## Radio Essential...

"I expect to be called to the Army shortly, and am making arrangements for my subscription to be continued. I do not want to miss any issues of SHOWMANSHIP, as I consider it an essential part of Radio."

HERBERT RESNICK  
RADIO STATION KBUR  
BURLINGTON, IA.

wagon: Sears, Roebuck & Co., Norfolk, Va. Show is heard weekly over WTAR.

**Merchandising:** Contests offering live Eskimo dogs can be developed. Low-cost miniature penguins with the Admiral Byrd autograph across the body are available. Pictures of Admiral Byrd, mats for newspaper copy, posters and traffic-building promotional material are available. *Good bet:* tie-ins with schools for educational purposes. *Hook for furrers:* Zlotnick, Washington, D. C., and Max Azen, Pittsburgh, Pa.; furs used on various Byrd expeditions for window displays.

**Transcription Co.:** H. S. Goodman.

**COMMENT:** A radio program is judged by the size of its audience and the enthusiasm with which it is received. It will sell merchandise in the measure that the sponsor can translate that enthusiasm into action. High is the action-building potential of this show.

## Juvenile

**ANN OF THE AIRLANES** *Cast of characters:* Ann Burton, a girl whose chief ambition is to become an air hostess, is employed by Doctor Tyler in his sanitarium. When she gets on Jack Baker's plane at Detroit, a series of adventures start. *The scene:* action takes place between the United States, South America and Africa. *The plot:* through the story is woven a plot about smuggling uncut diamonds into the United States from Africa. The smugglers exposed, Ann is given a course in flying as her reward. *Main juvenile lead:* Jack Baker's kid brother, Bobby, who is possessed with a yearning to fly. *Musical background:* musical theme and all mood music is originally composed, subject to no fees or licenses.

*Listener appeal:* On a test run over WDAF, Kansas City, Mo., show was third in popularity of all programs broadcast between 12:00 noon and 6:00 P.M. the first week it was on the air. Three weeks later it rated first place, held that position throughout its run. Because there is nothing abnormal about

the series and youngsters are left in a healthy frame of mind, show has earned the approval of Parent-Teachers, civic bodies, similiar organizations.

**AIR FAX:** *Merchandising tie-ins:* Information on such merchandising tie-ins as airplanes, wings pins, maps, etc., are given out to a specific sponsor.

*Commercials:* 1½-minute musical theme at beginning and close of each episode is faded down for commercials.

*Transcription Co.:* Russell C. Comer.

**COMMENT:** Story is fast moving, definitely timely, since interest in aviation is now at a new high. Reaction of one moppet on hearing a single episode: "Got any more?" In its favor is the fact that while children thrill to the series, their parents also give it the nod of approval.

## Musical

**SONGS OF CHEER AND COMFORT** Records were broken when Dick Maxwell was sponsored by a single local advertiser. *Chalked up to his credit:* 100,000 letters in a four-year span. Survey of radio popularity conducted in 40 key cities by the New York DAILY NEWS indicated that such popularity was deserved. When results were tallied, songster Maxwell came up one of the 15 most favored radio stars. *Feather in his cap:* he was the only daytime radio artist on the list. *Other knotches in the Maxwell belt:* a one-time offer of an original Maxwell poem brought 2,603 requests; when PACQUINS HAND CREAM offered a ten cent sample, over 3,000 dimes came in. Program outpulled another program by the same sponsor by the score of nine to one.

Current platters feature gospel songs, favorite tunes, and a home-spun yarn told by story-teller Maxwell. Organist for the new transcribed series is Bill Wirges.

**AIR FAX:** *Promotion angles:* Good Neighbor Clubs spring up like mushrooms when Good Neighbor Maxwell gives the high-sign. Organized in two years were 176 such groups.

*Transcription Co.:* Kasper-Gordon, Inc.

**COMMENT:** In times of public crises, religious interest spirals upwards. Today the nation faces its greatest crisis in its national life. With over 50,000,000 active church members in the United States, a tremendous audience for this new tran-

scribed series is indicated. Experience indicates that tellers of simple, everyday stories, singers of hymns and chin-up songs, who speak in the idiom of unpretentious people, have tremendous sales value for radio sponsors.

## Sports

**ONE FOR THE BOOK** John D. Rockefeller put Sam Balter on the path to glory. When a Standard Oil town Board of School Trustees tried to cramp school teacher Balter's classroom expression, he panned them for intellectual narrowness and interference with free speech. The gate they gave him opened on to the road to radio fame. Today, such magazines as *Collier's*, and *Esquire* give sports commentator Balter double-page spreads. Last year *Time* magazine devoted nearly a page to the story of his sensational network success. That success rang the cash register for BAYUK PHILLIES CIGARS to the tune of \$20,000,000 per year. To his credit in three years: a yearly increase for BAYUK of \$8,000,000!

*One for the Book* is the gem of Balter's former coast-to-coast Mutual network program, *The Inside of Sports*. Feature of his network show was a radio column titled *Once in a Lifetime*. Highlighted in this five-minute interval were little-known stories about big shots in the world of sports. Stories told in *One for the Book* parallel sportster Balter's network show.

**AIR FAX:** *One for the Book* covers human-interest, exciting, tense moments in the sports realm. Yarns are timed to approximately 3 minutes, allowing nearly a minute and a half before and after each story for program identification and commercial copy.

*Availabilities:* Offered are 390 five-minute transcriptions.

*Transcription Co.:* Frederic W. Ziv, Inc.

**COMMENT:** Almost everyone is interested in some kind of sport. Certainly, a show of this kind should be of outstanding interest to men, women and children alike. Sam Balter has proved that this type of show sells merchandise! It sold cigars. It can also sell gasoline, beer, beverages, men's clothing, or what have you. Such transcriptions may be used as a five-minute show, or as a human-interest part of a regular musical or sports show.



# JOHNNY ON THE SPOT

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

## SMILIN' DAN

A smile is worth a million scowls. For the BARNES-MANLEY LAUNDRY, Tulsa, Okla., *Smilin' Dan Your Laundry Man* is worth more than that in dollars and cents. Back in 1930, when *Smilin' Dan*, alias Dan Burton, vice president and general manager of BARNES-MANLEY, started his spot announcement campaign the company grossed less than \$600

## ■ ■ ADVERTISERS and RADIO STATIONS ■ ■

**I**NCREASE your sales with these low cost dramatized transcriptions. Only \$26 for a series of 26 ½-minute recorded skits.

**T**AKES only 1 minute of station time . . . one-half for skit . . . balance for live commercial tie-in. Real sales producers!

### YOURS EXCLUSIVELY FOR ONE YEAR

- BAKERIES
- OPTOMETRISTS
- LAUNDRIES
- DRY CLEANERS
- LOAN COMPANIES
- JEWELERS (credit)
- USED CARS
- AUTO LOANS
- FURRIERS (credit)
- FURNITURE (credit)
- MEN'S CLOTHING (credit)
- LADIES' CLOTHING (credit)

Send check with order or we can ship express C.O.D. or . . .

Write for Further Information

**WALTER BIDDICK CO.**

RADIO PROGRAMS DIVISION

568 Chamber of Commerce Building

Los Angeles

California

weekly. It then used four trucks and employed 27 people.

Today, BARNES-MANLEY operates a modern plant covering a half a square block, and grosses more than \$11,000 weekly. Other vital statistics: the company operates 23 trucks and employs 279 people. Branch plants have been established in the surrounding towns of Nowata, Bartlesville, Claremore and Broken Arrow.

Formula for the success story: a personalized approach to the housewife. *Smilin' Dan*, the genial laundry man presents a terse sales message on some one special feature of the BARNES-MANLEY service. The last half of Burton's one-minute shot is taken up with a short poem or bit of philosophy.

## REPETITION PAYS!

Three short years ago, complaint of Charles Feinstein, head of the GIBSON FURNITURE Co. organization, was that his spots weren't pulling. Promotion manager Rupe Werling hit upon an idea. Each announcement opened and closed with "*Gibson's, Gibson's, Gibson's, and I DO mean Gibson's.*" Kiddled by his friends, merchant Feinstein was tempted to kill the idea, later realized that people who used the phrase, whether seriously or kiddingly, were talking up his stores in Trenton, N. J., and Philadelphia, Pa. Now all GIBSON copy uses the catchline.

*Story climax:* no longer does Gibson's complain that its spots aren't pulling.

## BUGLE CALLS

Most radio listeners can identify "Taps" when it is bugled, few fail to thrill to the call. What most listeners other than soldier boys don't know: there are 26 different bugle calls, each with its own message. For sponsors who want to tie-in their spot announcement campaigns with current interest, HARRY S. GOODMAN RADIO PRODUCTIONS has released a series of 26 one-minute spots. Each one features a different bugle call. In each case, an explanation of what the call means is given. Spots are done in *hot* rhythm with boogie-woogie music in the background. Series is suited to almost any type of business. Producer will supply the commercial tie-in.



# YOURS FOR THE ASKING

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

*Automobiles*—Mr. Yes and No. (Sept., '40, p. 32).  
*Automobiles (Used)*—Heartbeats in Sport Headlines (Apr., '42, p. 140).  
*Auto Supplies*—Jack, the Tire Expert (May, '41, p. 135).  
*Bakeries*—Musical Arithmetic (Feb., '41, p. 72).  
*Bakeries*—Southern Plantation (Sept., '41, p. 289).  
*Beverages*—Pigskin Prevue (Ju., '41, p. 222).  
*Building Materials*—Homers at Home (Feb., '41, p. 58).  
*Chambers of Commerce*—Clifton on the Air (Jan., '42, p. 19).  
*Chiropractic*—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).  
*Dairy Products*—Junior Town (Dec., '41, p. 136).  
*Dairy Products*—Kiddie Quiz (Ju., '41, p. 214).  
*Dairy Products*—Young American's Club (Nov., '40, p. 110).  
*Dairy Products*—Wealth on Wheels (Nov., '41, p. 361).  
*Dairy Products*—Book Exchange (Mar., '42, p. 96).  
*Department Stores*—Hardytime (Sept., '40, p. 35).  
*Department Stores*—The Pollard Program (Aug., '41, p. 238).  
*Department Stores*—Woman's Hour (June, '41, p. 178).  
*Department Stores*—Down Santa Claus Lane (Oct., '41, p. 326).  
*Department Stores*—Billie the Brownie (Oct., '41, p. 318).  
*Department Stores*—The Waker-Uppers (Dec., '41, p. 379).  
*Drug Stores*—Five Years Ago Today (Dec., '40, p. 146).  
*Farm Supplies*—Feed Lot Question Box (Nov., '41, p. 359).  
*Finance*—Jumping Frog Jubilee (Aug., '41, p. 253).  
*Finance*—Saga of Savannah (June, '41, p. 187).  
*Finance*—Something to Think About (Aug., '41, p. 245).  
*Finance*—Spelling for Defense (Mar., '42, p. 97).  
*Flowers*—An Orchid to You (Sept., '40, p. 35).  
*Fuel*—Smoke Rings (Dec., '40, p. 126).  
*Furs*—Cocktail Hour (Aug., '41, p. 258).  
*Furs*—Hello Gorgeous (Jan., '42, p. 32).  
*Gasoline*—Home Town Editor (Oct., '40, pp. 73, 74).  
*Gasoline*—PDQ Quiz Court (Dec., '40, p. 134).  
*Gasoline*—Your Safety Scout (Apr., '42, p. 130).  
*Groceries*—Food Stamp Quiz (Sept., '40, p. 33).  
*Groceries*—Matrimonial Market Basket (Dec., '40, p. 154).  
*Groceries*—Mystery Melody (Sept., '41, p. 290).  
*Groceries*—Mystree Tunes (June, '41, p. 163).  
*Groceries (Wholesale)*—Hoxie Fruit Reporter (Jan., '41, p. 34).  
*Groceries (Wholesale)*—Market Melodies (Oct., '40, pp. 73, 74).  
*Groceries (Wholesale)*—Women's Newsreel of the Air (Oct., '40, p. 63).  
*Groceries (Wholesale)*—Kitchen of the Air (Jan., '42, p. 25).

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IN NEXT MONTH'S ISSUE OF

**S**HOWMANSHIP, George Gorman, advertising manager of the National Baking Co., Baltimore, Md., presents the intriguing story of how interest in a new product was supposedly reached, the advertising appeal had supposedly reached the subscription stage.