

S Radio Showmanship

FEBRUARY 1946

25c

30c IN CANADA

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AND MANY OTHERS



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Say You Saw It in
 Radio Showmanship, PLEASE

THIS ISSUE READ BY

RADIO BUSINESS

General Manager	<input type="checkbox"/>	General Manager	<input type="checkbox"/>
Commercial Manager	<input type="checkbox"/>	Advertising Manager	<input type="checkbox"/>
Program Director	<input type="checkbox"/>	Business Manager	<input type="checkbox"/>

YOUR BUSINESS AT A GLANCE

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

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

**PUBLISHER**

Don Paul Nathanson

EDITOR

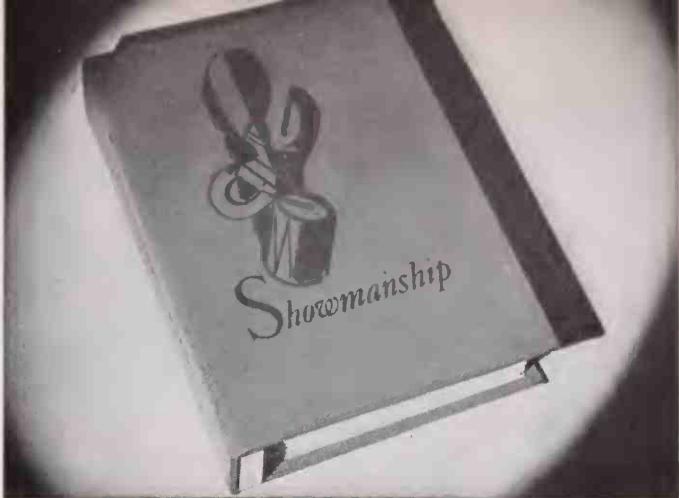
Marie Ford

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(Business, editorial and general office.)

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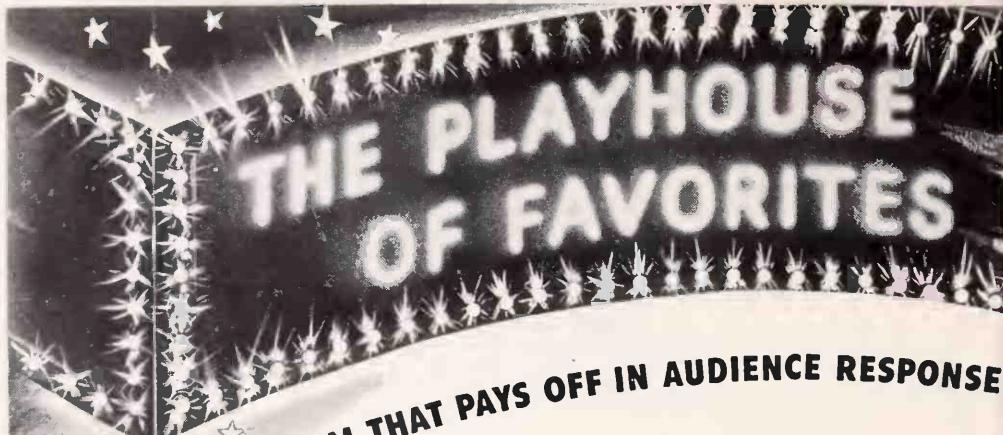
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SUBSCRIPTION RATES: United States and possessions, \$2.50 one year; Canada, \$3.00. Single copies—25 cents. Canada—30 cents.

CHANGE OF ADDRESS should be reported to Radio Showmanship Magazine, 1004 Marquette, Minneapolis 2, Minn., three weeks before it is to be effective. Send old address with new.





A PRESTIGE PROGRAM THAT PAYS OFF IN AUDIENCE RESPONSE

NBC Recorded Production of world-famous stories by
Dickens, Irving, Victor Hugo, Dumas and other immortal writers

- ★ Wendy Barrie in *She Stoops to Conquer*
- ★ Frances Heflin in *Evangeline*
- ★ Signe Hasso in *Anna Karenina*
- ★ Luis Van Rooten in *Moby Dick*
- ★ Will Geer in *Rip Van Winkle*
- ★ Jean Gillespie in *A Tale of Two Cities*

IT'S EASY to see why THE PLAYHOUSE OF FAVORITES scores such a hit with local radio audiences all over the country, why stations are proud to schedule this syndicated program in class "A" time, why it rings the sponsor's cash-register bell.

For NBC recreates the world's favorite stories in their original splendor . . . and gives its productions all the punch, pace and pull of the great radio shows on America's No. 1 Network.

NBC stamps each program with the mark of its top technique . . . its superb production . . . flawless recording . . . un-

usual musical arrangements . . . and the inspired acting of such radio-theater-movie stars as Signe Hasso, Karl Swenson, Les Tremayne.

And yet these network-caliber shows (which are exclusively yours in your sales territory) come to you at a nominal cost because you share the expense with other advertisers in non-competitive areas.

Any wonder so many radio advertisers pick THE PLAYHOUSE OF FAVORITES . . . for real "audio" action?

.....
THE PLAYHOUSE OF FAVORITES

now sponsored by: Jewelers, Department Stores,
Utility Companies, Bakeries, Drug Companies,
other local advertisers . . .

in such cities as: Buffalo, Columbus, Honolulu,
Los Angeles, Salt Lake City, Philadelphia,
Cincinnati, Seattle, St. Louis, Oklahoma City.
.....

Schedule: One half-hour program a week
Now Available: 52 weeks of broadcasting



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Tele-Coverage by the Can

16 Mm. Film Gives Tele-Casters Chance to Edit Special Events Coverage, Is More Flexible Than Actual Television Broadcasts

by JOSEPH A. THOMAS, president, Telefilm Studios, Hollywood

That old ogre, television, may be a blessing to the highly progressive 16 Mm. industry, according to plans advanced by leading producers and technicians who have been keeping an ear to the ground and an eye to the transmitter.

In coverage of special events, such as sports spectacles, political conventions, and in news broadcasting of happenings throughout the nation and the world, television and 16 Mm. motion pictures should work hand in hand.

As we see it, a big prize fight or horse race will be covered, first by an actual television broadcast from the scene of the event, and secondly in condensed form by 16 Mm. films shot out over the television transmitter from a studio.

The advantages of 16 Mm. in television are many, but the primary advantage will be that a better broadcast can be given audiences if motion pictures are taken of only the highlights of an event, providing proper camera angles, close-ups and even slow motion pictures of the most exciting phases, rather than an actual simultaneous broadcast of the entire spectacle.

This film taken at the scene of an event can be properly edited, with uninteresting footage deleted, and then scaled to suit the time allotted on a television station a few hours later. Advertising can be worked in as desired.

It is pointed out that it will be much less expensive to send a 16 Mm. cameraman out to cover a news story, than to assign a television crew of several men.

The comparative low cost and simplicity of 16 Mm. makes it an ideal co-worker with television. The 16 Mm. projector is not a heavy piece of mechanism and can be set up at a television transmitter without necessity of a fire-proof booth.

The fact that the narrow gauge film, with a non-inflammable acetate base, can be sent through the mails and shipped without fear of fire loss, or without heavy insurance, is another advantage.

Maybe we people in the 16 Mm. industry are too optimistic of our chances of fitting into the new television scheme of things, but it is the prediction of most of us that we will be very much on the job with our cans of films when television broadcasting gains its inevitable place in the field of entertainment.

► Regional television networks linked together gradually to form a national chain will provide advertisers with necessary circulation, says the president of the National Broadcasting Company. Article here is based upon a speech presented before the Milwaukee Advertising Club.

What Price Television?

by NILES TRAMMELL, president
National Broadcasting Company

In television we have a service that is not only radically new in its technical aspects, but is also completely new and without precedent in the service which it offers to the public.

It is our conviction that television will be eagerly accepted by the public, and that its growth may be even more spectacular than the development, after the last war, of motion pictures with sound, and of sound broadcasting with no pictures at all.

Television will be the biggest and most fascinating of America's new industries. It will provide new employment for many thousands of ex-service men and women. It will furnish a broad public service of information and entertainment that will be just as new and original and different from anything in the past as were the automobile, the airplane, the motion picture and the radio when they were introduced. Yet none of these important inventions, when first offered to the public had been so thoroughly tested, or had reached a degree of advanced technical development comparable to the television which now is ready for the people of the United States.

Television engineers and manufacturers have developed transmitters capable of commercial operation with adequate power on all the frequencies that have been assigned to commercial television. Cameras have been developed, both for studios and outside pick-ups, which are more sensitive and require less light than



any that were available before the war. A wide variety of new home receivers have been demonstrated which will present television pictures of excellent clarity and quality, up to 18 by 24 inches in size.

THE BELL SYSTEM is completing a coaxial cable between New York and Washington, via Philadelphia. Similar cables are under construction between other large cities; the BELL SYSTEM soon will have at least 1,500 miles of coaxial cable in the ground. These cables assure the interconnection of regional television networks on a gradually expanding scale during the next few years.

For the past 16 years, NBC has been active in the development of a television service, and we have transmitted a regular schedule of programs over our New York television station for more than six years.

PUBLIC EVENTS IN PUBLIC INTEREST

From the inception of that schedule, a large number of public events of un-

usual interest have been presented to the television audience. At first this audience was confined to the New York area; later many programs reached a larger audience by means of a three-station network, consisting of the NBC station in New York, the GENERAL ELECTRIC station in Schenectady, and the PHILCO station in Philadelphia.

ON the opening NBC television program in April 1939, the President of the United States was seen and heard by television for the first time. A few weeks later thousands of people saw the King and Queen of England on their television screens. The national political conventions, campaigns and elections of 1940 and 1944 were thoroughly covered by television. Similarly, the reception to Admiral Nimitz in Washington was shown to the New York television audience that same evening. General Eisenhower's appearance in Washington was handled the same way. On V-E Day, May 8, 1945, the NBC television transmitter was on the air with a continuous series of programs for 16 hours.

EDUCATION VIA SIGHT-SOUND

Today we are cooperating with the New York Board of Education in planning a series of programs designed to explore the great possibilities of television as an educational medium. During the war years, the NBC television station devoted many hours to the systematic instruction of air raid wardens, to War Bond campaigns, and to other programs

in support of the war effort. At the present time we are regularly televising, as we have done for six years, productions of drama, grand opera and vaudeville, fashion shows, all types of sporting events, both indoors and outdoors, and numerous other program subjects. NBC has created many original program techniques in the use of live talent, motion picture film, and field pick-up equipment.

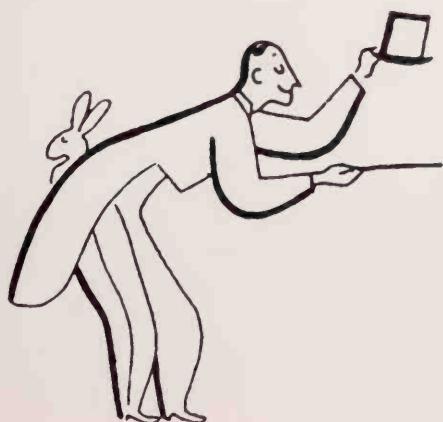
Advertisers and advertising agencies have shown the keenest interest in the potentialities of television as an advertising medium. Already some 125 advertisers, in every conceivable line of business, have experimented with television presentations.

NETWORK IMPORTANCE

NETWORKS will be just as important to television as they have been to sound broadcasting, perhaps more so. The great value to the public of network broadcasting is that it enables people who live far away from the talent centers to have access to the finest programs which can be produced. Unless the costs of high-grade programs can be distributed among a large number of stations, no one can afford to put the high-grade programs on the air. Unquestionably it is going to cost a good deal more to produce a program designed to be both seen and heard than a program of sound alone. It will be impossible for an individual television station, even in New York or Chicago, to do full justice to the program possibilities of the new medium if it does not have affiliated network stations to deliver programs to a large audience, in other words, to provide advertisers with a large circulation.

In view of the time required to develop network interconnections by coaxial cable or radio relay stations, a coast-to-coast television network will not come into existence immediately. Initially, we contemplate that we shall operate regional networks, which will later be linked together to form a national network.

The social significance of these new developments will be their power to enrich the lives of millions of people, and to help them keep pace with the tempo of the new world that is arising.



How Radio Did a Job for My Company

by W. F. STEVENS, advertising mgr.,
Westchester Lighting Co. and the
Yonkers Electric Light & Power Co.

AT the outset I'd like to say that my company serves gas and electricity in a county covering about 450 square miles, having a population of nearly 600,000 and containing 6 cities and 22 villages. Many of our municipalities have individualistic characteristics. After all, I guess yours have, too! And if we're alert we'll take cognizance of them.

I should like to preface these remarks with an admonition that any similarity to a defense or a recommendation of all-out radio exclusiveness in the field of public utility advertising or promotion is to be regarded as purely coincidental. As a matter of fact, I don't think radio needs me as an ardent advocate any more than do the newspapers or the magazines.

There's an angle, though, relative to the use of radio that, in my humble opinion, ought not to be overlooked under certain conditions and within certain geographical confines.

The local radio station, like the local newspaper, can render a flexibility of service, can give local folks something the larger, metropolitan dailies or broadcasting stations cannot give, and that is strictly *local* coverage, appeal or color. It is really upon this premise that I approach my subject.



In the summer of 1939, and coincident with the N. Y. World's Fair, our company opened a demonstration house in the city of White Plains, the County Seat of Westchester. It was called *Westchester's Home for Better Living*. In it was every modern home convenience made possible by gas and electricity.

To this unique house came persons from all walks of life, from every state in the Union, from many foreign lands. A breath of life, a touch of glamour, a spark of awe, a stroke of showmanship, a glimpse of futurity were among the ingredients there, constantly.

Now simultaneously, a *local* Westchester radio station, WFAS, the only station in our county, was beginning to attain wider prestige. Its listeners' interest was taking on greater significance and new proportions. The station was delib-

► *Adman Stevens takes stock of radio's spot in the advertising sun for public utilities. Article here presents the highlights of an address before the Public Utilities Advertising Ass'n (Region No. 2).*

erately developing sharper daytime audience attention. Our company had never given this station a trial, but with virtually all forms of media being utilized for the purpose of promoting the *Home for Better Living*, here, now, was an excellent opportunity to do so, on an experimental basis. As a result we inaugurated on September 21, 1939, a half-hour show called *Your Program*, broadcasting directly from the foyer, the living room and the kitchen of the demonstration house. A widely known local radio personality was engaged as master of ceremonies and from the beginning the innovation clicked, largely because it was an informative and entertaining all-Westchester presentation, well balanced and not too heavy, commercially.

VISITORS were brought before the *Mike* to give their impressions of the interior and to make comments.

Our Home Economics director or members of her staff spoke from the kitchen.

A company specialist described the lighting features and appurtenances.

Transcribed music was used as interludes or bridges, and live talent sang or played musical instruments.

Three minutes were devoted to highlights of the history of our county and immediately that feature took a firm hold. A little time was given to the promotion of county-wide non-commercial activities, such as the Children's Association, the Infantile Paralysis campaign or the progress being made locally by the Red Cross or Community Chest. Obviously, this feature made friends and helped to stimulate interest in the program.

WELL, *Your Program*, after more than six years on WFAS, is still going strong! Its format has been changed somewhat, based upon experience, but it remains an all-Westchester variety production to which many a housewife tunes in at 2 P.M. each Thursday.

When the *Home for Better Living* was closed, the place of the broadcast was transferred to the studios and a change

of emcee made, but today several of its original elements still are component parts of the program: commercials or institutional announcements serving as interludes in spots that are favorable and less likely to be objectionable; a timely Home Economics discussion; a brief and interesting history lesson; wholehearted support of some strictly local activity or governmental project, such as conservation and the Food Fights for Freedom movement, and the interview of a Westchester guest, being among them.

We realized that our local radio station definitely was an *adjunct* to other available sources of dissemination at a cost that was not prohibitive. In using it, we gave actual and practical recognition to an agency whose very lifeline is linked with the commodity we sell, electricity. The station's spot in the advertising sun was duly noted, without any reflection of a disparaging or disquieting nature upon other media.

WITH our entrance into the war, the expediency of the local radio station acquired greater prestige and utility. Here was a flexible instrument to assist us in publicizing various developments and conditions that were unprecedented: the dimout; what to do if an air attack occurred; how to conserve fuel; instructions on the care of appliances and the changing of burned out fuses, to mention only a few.

So we bought more time on WFAS to supplement our other channels of disseminating timely and important information to our customers. It helped to increase attendance at home canning demonstrations in various districts and aided materially in wartime eyesight conservation campaigns. Our service calls decreased sharply in numbers and it is only fair to assume that radio figured to some degree in that.

Rationing Boards and Food Administration officials commended our radio co-operation. Salvage committees, leaders in War Loan campaigns, USO and Red Cross officials were outspoken in praise of our attitude and generosity in devoting part of our time to their meritorious causes.

Yes, we found our radio programs an excellent means of aiding non-commercial movements and patriotic activities and thus obtain whatever good will such co-operation and public service might engender.

There is also concrete evidence of productivity. For instance, in the summer of 1944, we offered a Canning Guide to any adult listener who wrote or telephoned for it. Nearly 2,000 requests were received. At the same time 300 Garden Guides were similarly distributed. In two months, more than 200 Roasting Charts were mailed as a result of radio promotion. All this in addition to frequent requests for wartime recipes and leaflets on automatic refrigeration and the care of appliances, generally.

Now, I know what is in the minds of most of you. It's the usual interrogation:

"Who listens to that local Westchester Station, anyhow?"

Well, we got the results of various surveys, including CROSSLEY's from time to time. All of them were rather good! We conducted our own in different sections of the territory on a small scale. These proved quite good, too.

Early this year we completed an extensive spot check to determine what percentage of our customers were listening to our radio programs over WFAS. (We're now sponsoring a quality musical presentation at 11:30 A.M., three times a week and a review of news of *Westchester and the World* at 6:15 P.M., Monday through Friday, in addition to *Your Program*). Without bias and with instructions to report the correct, uncolored answer, our meter indexers asked customers this question: "Have you heard our company's radio programs recently?" Emphasis was placed on "our company." 14,356 customers were thus interviewed. Of these, 4,090, or 28.5%, answered "Yes."

The result of the survey was particularly gratifying to us, and in referring to it one advertising agency suggested that it be, and I quote, "*compared with the best daytime listening rating you can find.*"



Don Edison

Co-

30 Iowa Farm Co-operatives Reach Northwest Noontime Listeners by Jointly Sponsoring KVFD News

by DON EDISON

ON October 14, 1941, the Co-ops of Northwest Iowa, representing some 15,000 farmers, began the sponsorship of the 12:15 P.M. newscast on KVFD, Fort Dodge, Iowa. Now we are in our fifth year of broadcasting.

Behind that original broadcast and our continued support of it lay our sincere belief in the Co-op movement and the advantages it offered the farmer in those fields of storage and marketing that have to do with the basic commodities the farmer produces and the basic commodities that he buys.

The 30 Co-ops that support this broadcast operate elevators, creameries, oil stations and one runs a fine soybean processing plant. So you can see that it was not our desire to advertise any particular service. No, we wanted to explain simply and honestly the advantages of the co-operative movement. We wanted to extend an invitation to all farmers and farm owners to join with us in that movement. Our commercials are short. They are non-controversial. I suppose you'd call them institutional. Everyone of the more than 2,500 that we have placed on the air has ended with the invitation "Join your Co-op today."

oins Up With Radio

Radio is a successful advertising medium for co-operatives says the secretary-treasurer of the Farmers Grain Dealers Association of Iowa.

Our taking to the air was a sort of grass roots movement. The idea seemed to spring up simultaneously in several different places. Ed Olson, now manager of the BOONE VALLEY CO-OPERATIVE soybean plant at Eagle Grove, and then at Woolstock; Glenn Pogeler at Badger, and A. B. Bissell of Goldfield, were the three musketeers who first rode through the country organizing our first Co-op advertising effort.

Farmers get their news from radio. Newspaper delivery, at best, is slow. On the middle western farms, I believe we are more radio conscious than you are in towns and cities. We listen and learn. We know the stations and the times of our favorite newsmen so it was natural for us to turn to radio, and to our own station. In our newspaper of the air, we want local news and local markets.

We were given every assistance by our own local station, KVFD. Our ideas were processed into good understandable farm commercials. There was nothing fancy about them. We were still neighbors talking over the line fence. Today our newscast is handled by Edward Breen, KVFD's manager. Surveys show that it has a rating of 22.9, several points higher than any other daytime newscast from any station in this area. The figures prove that we buy top farm time. KVFD is a farm station and Ed Breen, although a radio manager, is a native Iowan, has lived here all his life, served this community as state senator and knows farming. It's a combination that works for us.

To promote our newscast, KVFD supplies us with placards advertising the

Co-ops as sponsors of the weekday newscasts, picturing Breen at the *mike* as he is on the air. One catch-line used on the placards is "News While It's News."

CO-OPERATIVE SPONSORS

Badger Co-op Elevator Co.	Badger
Big Four Co-op Oil Ass'n	Callender
Blanden Farmers Co-op	Manson
Boone Valley Co-op Proc. Ass'n	Eagle Grove
Clare Co-op Elevator Co.	Clare
Community Co-op Ass'n	Webster City
Farmers Co-op Co.	Manson
Farmers Co-op Co.	Renwick
Farmers Co-op Elevator Co.	Harcourt
Farmers Co-op Elevator Co.	Holmes
Farmers Co-op Elevator Co.	Lanyon
Farmers Co-op Elevator Co.	Rinard
Farmers Co-op Elevator Co.	Rielyn
Farmers Co-op Elevator Co.	Woolstock
Farmers Co-op Grain & Coal Co.	Fort Dodge
Farmers Co-op Grain & Lumber Co.	Gowrie
Webster County Farm Bureau	Fort Dodge
Farmers Elevator Co.	Dayton
Farmers Elevator Co.	Goldfield
Farmers Grain Dealers Ass'n of Iowa	Fort Dodge
Gilmore City Co-op Co.	Gilmore City
Gowrie Co-op Creamery Ass'n	Gowrie
Farmers Elevator Co.	Hardy
Highview Co-op Elevator	Webster City
Stonega Co-op Co.	Webster City
Stratford Grain & Supply Co-op	Stratford
W & H Co-op Oil Co.	Badger
West Bend Elevator Co.	West Bend
Whittemore Elevator Co.	Whittemore

Through the medium of our radio newscast, we are doing our bit in spreading the truth about the Co-op movement. That truth was well stated recently by the Minneapolis *Star Journal*: "Co-ops have contributed much to wage earners by their industry. Farmers have been helped to find an outlet, at good prices, for their products. Surely few people in this state would want to see them harmed by high taxes. In Sweden and other countries, Co-ops and other corporations get equal tax treatment from the governments. Perhaps the plan to reduce or remove taxes on private firms is the best solution to the controversy which has been developing."



Kidding Sales Along

Plenty of Merchandising and Promotion for Children's Amateur Show Build Good Will and Sales for 2 Cooperative Advertisers



• Earl Henton conducts a pre-broadcast audition.

AS the hands on the clock in Studio A of WEBC, Duluth, Minn., point to 9:30 A.M. any Saturday morning, every chair in the place is occupied by youngsters ranging in age from 3 to about 14 and their parents. By 9:45, all the youthful performers for the day's program have been selected and the show is ready to go on the air. Though the studio already seems filled to capacity, there are still 45 minutes before the engineer flashes the signal, and boys and girls are still crowding into the studio. They sit along the stage and even on the floor, and the overflow has to watch the broadcast through the glass.

If the foregoing seems to indicate that the WEBC *Kiddie Karnival* is a never-miss event for the younger generation

(and their parents, too) in and around Duluth, the deduction is completely accurate. Both as an attraction for studio audiences and as a listening audience builder, the *Kiddie Karnival* has done an outstanding job for the station and the sponsors.

For an advertiser who wants to interest the housewife in his product, a program featuring children of the community offers many advantages. The youngsters, those eager to perform and those who wish only to watch the proceedings, not only bring the sponsor's name into the home by talking about the program, but also stimulate adult interest by having parents and friends come to the studio and urging them to listen at home.

Started as a half-hour sustaining pro-



• (Above) . . . Jeanne Drake Johnson as Aunt Jeanne cuts the birthday cake.

• (Right) . . . Fun for all at *Kiddie Karnival*, aired weekly over WEBC, Duluth, Minn.



gram by WEBC in October, 1944, the *Kiddie Karnival* has been sponsored since February 10, 1945, by the DULUTH UNIVERSAL MILLING CO. and the BRIDGEMAN-RUSSELL CO. and UNITED DAIRIES OF DULUTH.

In addition to advertising the sponsors' products, the program serves another function in that it affords talented children of the Duluth-Superior area an opportunity to appear in public and gain recognition. That these objectives have been realized is evidenced by demand for items specifically promoted on broadcasts and by numerous requests for various performers to appear at meetings, school assemblies and the like.

Master of ceremonies for the *Kiddie Karnival* is Earl Henton, who also delivers the commercials. He is assisted by Aunt Jeanne (Jeanne Drake Johnson) who participates in commercials and handles birthday greetings. As an added feature, the station provides a handsomely decorated birthday cake every Saturday for those youngsters who are marking their anniversaries that day. Following the broadcast, all those in the studio audience receive souvenirs and an ice cream treat supplied by the sponsors.

Auditions for the day's program, which goes on at 10:30 A.M., start at 9 A.M. Talent is selected by Henton and John Kleive, WEBC's music director, who also plays organ accompaniments for many of the young artists.

During the summer months, when

studio attendance normally falls off, attendance and listener interest were successfully stimulated by giving away five puppies by means of drawings during the program. All children who wanted to be eligible for the drawings were required to submit letters signed by a parent indicating that they could accept a dog if they won. Not only was the response gratifying, but in almost every case the letters mentioned the sponsors and their products, although this had not been requested.

As a special feature for Christmas, the sponsors and WEBC planned a studio party, complete with Santa Claus, Christmas tree and gifts for all the children who attended.

Promotion for the program includes a liberal use of air plugs early Saturday mornings, bus cards and letters to grammar school teachers in Duluth and Superior, and window displays.

According to William P. Majo, vice president of the DULUTH UNIVERSAL MILLING CO., who is acting for Dudley Russell, president and now on leave from the company as a Commander in the Navy, "The *Kiddie Karnival* fulfills the dual purpose of creating consumer demand for the firm's product by attracting and maintaining an ever-increasing regular audience and of serving the public by providing a medium for children to gain experience and confidence in performing in public."



Land, Air and Sea Food!

Public Opinion Broadcast Over WFPG Increases Business, Creates Good Will for Hackney's Restaurant, Atlantic City, New Jersey

To a restauranteur with no imagination, a lobster is just a lobster; a lot of expensive white meat in a shell that requires melted butter, nut crackers and a lot of napkins. But in Atlantic City, N. J., there is a place where the lobster is king, and where the slogan "*The Home of Purified Lobsters*" reigns.

This seafood restaurant, on the Boardwalk, is known all over as HACKNEY'S. Founded in 1912, the business has now reached the third generation of the Hackney family. It was the son in the middle that hit on the idea of refreshing, rejuvenating and improving the Boston-

Gloucester imported lobsters by putting them in a tank into which was piped a continuous flow of seawater. This made the lobsters look better, taste better and sell better. Customers are privileged to give the tank the once-over, put their initials on the lobster they want and have him cooked to taste. This sea food restaurant has a seating capacity of 3,000 and very frequently serves 10,000 meals a day.

To keep the already established name of HACKNEY'S WORLD FAMOUS SEA FOOD RESTAURANT before the public, they took to the air over WFPG with *Your Opin-*



• (Left) . . . Announcer Jimmie Grohman talks to patrons during the *Your Opinion* broadcast.

• (Right) . . . WFPG Manager Eddie Kohn, HACKNEY'S Managers Ed and Ralph Hackney, Announcer Jimmie Grohman and Salesman R. P. Griffith talk it over at the lobster pool.

ion, a thrice-weekly program originating from the restaurant. The program is directed to people of all ages.

Commercials on the show are brief and to the point. A one-minute opener and a thirty-second closer are delivered from radio station WFPG. Patrons commending the meal offer valuable advertising. Here is an example of the opening commercial:

Good afternoon, ladies and gentlemen, it's the program dedicated to YOUR OPINION, sponsored by Hackney's Famous Sea Food Restaurant, and coming to you from the delightful surroundings of the famous restaurant itself, one of the largest of its kind in the world! Hackney's are the originators of "Purified Lobsters," . . . Be sure to see their famous lobster pools when you dine at Hackney's and join your opinionator at Hackney's at this time every week to give YOUR OPINION. . . And enjoy one of their delicious sea food dinners! Just take the trolley to the door, or drive to Maine Avenue and the Boardwalk. . . You'll find plenty of parking space available. And now. . . WFPG takes you by direct wire to Hackney's sea food restaurant for the program of YOUR OPINION!

Announcer Jimmie Grohman carries the show, manages to keep up a run of ad-lib patter. One question, national or local in scope, is selected as the main topic. Patrons are asked for their opin-

HACKNEY'S
NEVER EAT A LOBSTER
UNTIL IT HAS BEEN PURIFIED

ions after preliminaries which include name, address, occupation, have they been to the restaurant before and how did they enjoy their meal (or what are they going to have).

To inform or remind the public of the program there is a card at each table which states that a broadcast is held Sunday from 1:15 to 1:45 and Wednesday and Friday from 7:45 to 8:00 over WFPG and that the announcer may visit their table and ask *Your Opinion* on a chosen topic. During the broadcast the emcee picks up a check and the meal is on the house. Picture blow-ups are posted at the entrance to attract attention to the program. WFPG gives radio plugs whenever possible.

In charge of production are Edgar A. Sweet and Ada Hewitt. Account executive is R. P. Griffith.

The first programs after the opening on August 20, 1945, were aired from the Boardwalk, but until the weather again permits programs will originate indoors.

Sales by the Barrel

Radio a Strong Factor in the R & H Brewery Sales Set-Up, With Boston Blackie Now Broadcast Over WJZ to Metropolitan Market

THE RUBSAM & HORRMANN BREWING Co., Staten Island, N. Y., was established in 1868, just after the Civil War, and it is still in its original location at Stapleton, Staten Island. However, old buildings have been replaced, and there is a new, modern, air conditioned plant with an annual capacity of 700,000 barrels.

R & H BEER AND ALE are distributed throughout metropolitan New York, Westchester and New Jersey. A post-war program, now well underway, will eventually triple the capacity of the brewery,

and its present advertising appropriation is the largest in history.

All advertising media, with the exception of national magazines, are employed by R & H, but for more than five years, radio has been used extensively. During this time, various types of shows have been presented, musical and variety shows being used for a time, along with 15-minute news programs featuring Walter Kiernan. Beginning in October, 1944, the *Adventures of Charlie Chan*, popular detective drama, were broadcast on Thursday evenings at 7:30 over WJZ. This program was purchased in April by the AMERICAN BROADCASTING COMPANY as a 5-a-week, 15-minute co-operative network program for local sponsorship.

In April, 1945, R & H purchased the *Boston Blackie* mystery series, a program which had produced a remarkable rating the summer before as a replacement for the *Bob Burns* program for LEVER BROTHERS on the NBC network. This program was sponsored for a number of months by R & H over WOR, and then was moved to WJZ. It is now in the 7:30-8:00 Tuesday night slot.

Even during the summer months a special C.A.B. study of the *Boston Blackie* audience showed a 6.0 rating in metropolitan New York, and the program has been consistently renewed by R & H on 13-week cycles.

R & H caters to the ever-present keen public interest in mystery fiction through sponsorship of *The Adventures of Boston Blackie*, a modern metropolitan Robin Hood who prefers to work alone



• Lesley Woods as Mary Wesley, *Blackie's sweetheart.*



● Richard Kollmar, actor and producer, as *Boston Blackie*.

R & H's sponsorship of *Boston Blackie*:
PARIS & PEART.

In both radio and newspaper advertising, R & H BEER is featured as "The Beer With a Barrel of Quality in Every Glass." In keeping with current newspaper advertisements, commercials stress the fact that although time changes many things, the quality of R & H BEER has remained constant since 1868. A musical gimmick used in all commercials points up the trade name, R & H, by reminding listeners to remember the name "R for refreshing, H for hearty."

According to Edward H. Acree, R & H advertising manager, the firm's radio advertising efforts have been a strong factor in the R & H sales set-up.

● Maurice Tarpalin as Inspector Faraday.

in ferreting out criminals. The series is based on the famous motion picture and magazine character of the same name. Starred is Richard Kollmar as *Boston Blackie*, with two other radio artists, Maurice Tarpalin as *Inspector Faraday* and Lesley Woods as *Mary Wesley*, *Blackie's* sweetheart, as leading supporting players. At times from 12 to 15 actors participate in the show, depending upon the requirements of individual scripts.

The R & H BREWERY promotes its radio programs through newspaper advertisements, on radio pages and by incorporating time-and-station mention in large space newspaper advertisements, billboards, window displays and store window stickers. Agency credit line for



Boston Blackie is produced live
for the R & H broadcasts, but is
also transcribed by the FREDERIC
W. ZIV CO. for use by other spon-
sors in non-conflicting cities.

Youth Center Parade

Weekly Amateur Series, With Plenty of Merchandising Support, Generates Good Will for the Miller & Rhoads Department Store

BOYS and girls of all ages from all over the State of Virginia entertain WRNL, Richmond, Va., listeners in a weekly amateur talent program sponsored by MILLER & RHOADS DEPARTMENT STORE. Broadcast from the *Youth Center* at MILLER & RHOADS, the 30-minute offering features vocalists and instrumentalists under 16 years of age.

Current membership in the *Youth Center Parade*: 150 children. Complete files are kept on all members, including birthdays, which are recognized on the air and in personal letters from the store. Participation is open to any child who cares to try-out in the regular weekly auditions held at the WRNL studios.

Selections on the program are predominately popular hit tunes. Accompaniment is by piano and celeste. Program has a regular master of ceremonies, and members of the audience are invited

to participate in some of the songs during the broadcast and in community singing before the broadcast.

Merchandising and promotional activities are a regular part of the MILLER & RHOADS plan for broadcast advertising, and in connection with an annual special Christmas program, there are gifts for the children. During the summer the store gives a picnic for the members of the *Youth Center Parade*, which includes a remote broadcast from the scene.

While MILLER & RHOADS sponsors the series to create good will for its children's clothing department, commercial copy is kept to a minimum. Commercials promoting special items of merchandise are the exception. *The rule*: the general statement that the *Youth Center* features a complete children's clothing service.



Radio Wins a New Friend

Bennett Furniture Co., Clarksdale, Miss., Cuts Newspaper Budget to the Bone, Uses Radio to Reach Customers in Area

U P until November, 1944, the BENNETT FURNITURE Co., Clarksdale, Miss., was an extensive newspaper advertiser. Radio had never entered the picture. At that time, WROX's David M. Segal got the ball rolling with three five-minute newscasts daily, and a 15-minute Sunday news program. When Christmas came along, the BENNETT FURNITURE Co. decided to stage a giant Christmas party from the store on Christmas Eve. WROX broadcast the proceedings directly from the store. From that time on, radio was part and parcel of the BENNETT advertising picture. In fact, during the winter and through the spring, newspaper appropriations were cut to the bone.

The BENNETT FURNITURE Co. has been sold on radio! During the week of anxious waiting for V-E Day, it kept WROX on the air 24 hours a day with special victory programs. The same procedure was followed for V-J Day. Special offerings of this kind are in addition to the regular radio advertising schedule.

WHEN a 30-minute children's program was proposed for Saturday mornings, BENNETT footed the bill. Since then, the program has built up an enormous following throughout the Delta.

Another program, *View the Store*, is a quarter-hour show broadcast each Friday afternoon from the store itself. WROX remote equipment and live talent from the *Bennett Barn Dance* put on a show for store customers, and interviews with customers about various items of furniture are part of the show.

The backbone of the radio schedule is, however, the *Bennett Barn Dance*,



which draws well over 1,000 people to the sponsor's store each Saturday night. Visitors are invited to the store and seat themselves in BENNETT easy chairs and sofas. Show, talent and program come from the mezzanine floor which is directly visible from the rest of the store. Program consists of talent from a radius of approximately 40 miles, and each group is given a spot on the show. On the average, six different groups take the spotlight each Saturday night, thus breaking the show into quarter-hour segments. (While the BENNETT FURNITURE Co. has sponsored the full program, plans are now in preparation to break it up into 30-minute segments for national advertisers, with BENNETT retaining a 30-minute chunk.)

THUS, with 19 newscasts, a 30-minute *Children's Hour*, and a one-and-a-half hour *Barn Dance*, the BENNETT FURNITURE Co. reaches every type of radio listener throughout the listening area. That's the BENNETT answer to those who ask if radio alone can increase good will, build sales!



● **GIMBEL BROTHERS**, Philadelphia, Pa., introduces the public to the first retail television experiment ever held. Crowds here view one of the Market Street banks of windows. Television demonstration was conducted in connection with RCA-VICTOR.



SHOWMANSCOOPS

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



● In the *Show by Television* experiment at GIMBELS, exhibit was viewed by approximately one quarter of a million people. 124,987 people were clocked in the auditorium studio and another 100,000 were estimated to have seen the various selling demonstrations. Crowds here wait to get into one of the 20 telesites throughout the store.

● All the color and pageantry of Easter Sunday was described over CKEY, Toronto, Ont., in a special events remote control feature aired from the Sunnyside boardwalk. Show was sponsored by ALTON-LEWIS, women's clothiers. Corsages were given to each lady interviewed. To the one selected as the best-dressed went a dozen large roses, as well as ALTON-LEWIS merchandise.



HE SELLS FRIENDSHIP!

AIRFAX: Jack Wells Show fills the 12:15 P.M. slot six days a week with piano and songs that make more friends for CONSUMERS PUBLIC POWER PROJECT. First Broadcast: September 3, 1945. Broadcast Schedule: M-S, 12:15-12:30. Preceded By: News. Followed By: Dinner Bell Hour. Production: KFAB Production Department. Sponsor: Consumers Public Power Project. Agency: R. D. Putman Company, Omaha. Station: KFAB. Power: 10,000 watts. Population: 655,000.



● MARKET LAUNDRY promotes its Masters of Rhythm program aired over KROW, San Francisco - Oakland, Calif., with a showing of car cards on area street cars and buses. (For story, see *Airing the News*, p. 60.)





AIRING THE NEW

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

Bakeries

TOP O' THE MORNING McGAVIN'S, LTD., bakers of good bread and fine cakes, can see the day in the not too distant future when raisins, sugar, shortening, wrapping paper and manpower will be sufficiently plentiful to set out on a campaign for increased sales, especially house-to-house sales.

With this in mind, the firm decided to sell the bill of goods to the housewives by way of a sprightly quarter-hour program over CJCA every weekday morning at 8:15.

Titled *Top o' the Morning*, the program is designed to set the housewives in the right frame of mind; to give them plenty of ammunition for chatting when the breadman calls.

The program also serves as a convenient *out* for the boys making the house-to-house calls. Previously, their major complaint was that it seemed so difficult to talk to the housewives about anything but the weather. Now they have plenty to talk about.

To acquaint the boys with the program set-up, CJCA invited the drivers to the studios. They heard the program, indulged in a *bull session*, discussed the *pros* and *cons*, and left the studios feeling that *Top o' the Morning* was *their* program. Now they are making the program (not the weather) the subject of their morning chats.

The program format calls for lively music, time checks, and temperatures, a "Good, Good, Good" theme, and a pub-

lic service announcement all wrapped up in a quarter-hour, six mornings each week.

AIRFAX: Walter Rutherford wields the pen and Paul Guy does a livewire job of announcing.

First Broadcast: October 8, 1945.

Broadcast Schedule: Monday through Saturday, 8:15-8:30 A.M.

Preceded By: News.

Followed By: South Side Show.

Sponsor: McGavin's, Ltd.

Station: CJCA, Edmonton, Alb.

Power: 1,000 watts.

Population: 112,400.

COMMENT: Series here has what it takes to build good will, also increase sales. One of the important aspects of this broadcast is its effect on employee morale.

Book Stores

VAGABOND OF THE AIR Books bring adventure, and the people of Salem, Ore., are reminded of that fact in a weekly quarter-hour program aired over KSLM for the COMMERCIAL BOOK STORE. Poetry and music for restful enjoyment is the COMMERCIAL BOOK STORE's reminder to listeners to come in and browse around.

With Wes McWain cast as the *Vagabond*, the program features material for young and old. For youthful listeners, *Vagabond* McWain reads excerpts from popular story books featured at the sponsor's store. Tie-in with excerpts from prose and poetry constitutes a commercial message from COMMERCIAL which makes a straight commercial unnecessary.

AIRFAX: *First Broadcast:* October, 1945.

Broadcast Schedule: Tuesday, 8:30-8:45 P.M.

Preceded By: Hollywood Preview.

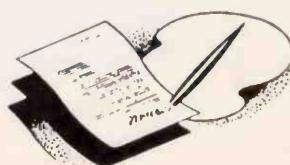
Followed By: Music.

Sponsor: Commercial Book Store.

Station: KSLM, Salem, Ore.

Power: 1,000 watts.

Population: 36,000.



COMMENT: In the interests of program unity, it's all to the good when there is a strong relationship between the product or service offered and the editorial content of the program itself.

Department Stores

R.F.D. 1540 While the postman on his route may or may not leave a newsy letter from the outside world, KXEL, Waterloo, Ia., listeners always know there is something for them on *R.F.D. 1540*. Sponsored by the JAMES BLACK DRY Goods Co., the week-day series features farm and hometown news, with items about local events, announcements of special meetings and general news of a personal nature. Interviews with special guests give listeners an additional reason for tuning in, and the public is urged to contribute news stories and announcements.

Commercials are worked into scripts, tie-in with news items to make them an integral part of the program.

To reach the all-family noontime audience, a series of high school broadcasts was lined up for the Friday slot, with a quarter-hour wire recording broadcast from high school assemblies. Each week farm director, Hugh Muncy, visits a different school, records interviews, school cheers, bands, etc.

AIRFAX: First Broadcast: September, 1945.

Broadcast Schedule: Monday through Saturday, 12:45-1:00 P.M.

Sponsor: James Black Dry Goods Co.

Station: KXEL, Waterloo, Ia.

Power: 50,000 watts.

Population: 61,092.

COMMENT: Time is a tremendously important element in the successful use of broadcast advertising. Program here is strong in local appeal and it is broadcast at a time when radio is at one of its peak listening periods. It's a combination of factors that's hard to beat.

Finance

SOUTHWEST MAGAZINE OF THE AIR The clatter of presses and teletypes heralds the *Southwest Magazine of the Air* each

Tuesday evening on WFAA for Texas listeners.

Sponsored by the FIRST NATIONAL BANK in Dallas, the program is presented as a public service broadcast. The friendly offer of specific bank services is given at the opening and close of the program, as the only commercial flavor of the quarter-hour.

Personalities in the news, folklore, and features of interest to the Southwest are presented in dramatized form.

A typical broadcast may feature, as Page One, the current appeal of a local orphanage, with dramatic story of the founder. The opening of the historic Old Chisholm Trail, with sound of cattle herds and *yippies* of cowboys, may be on Page Two. The next item perhaps deals with Texas servicemen overseas, or some tall tale from Texas braggards.

AIRFAX: A dramatic cast of eight to ten is on hand for each broadcast. Sound effects and organ set the background for the widely varied themes. Produced by WFAA, the series is scripted by Mrs. Mary Ann Bacchus.

First Broadcast: October 9, 1945.

Broadcast Schedule: Tuesday, 6:45-7:00 P.M.

Preceded By: Evening News Roundup.

Followed By: Johnny Presents.

Sponsor: First National Bank in Dallas.

Station: WFAA, Dallas, Tex.

Power: 50,000 watts.

Agency: Rogers & Smith Agcy.

COMMENT: In a public service feature of this kind the sponsor takes full advantage of local pride and garners good will in full measure from the civic organizations whose work is dramatized in the air series.

Finance

SERVICEMEN The fighting may be over, but to countless families the day when Johnny comes marching home is still unnamed. For such people and their friends, the who, what, why, when and where of local boys is page one news. In the Willamette Valley, KSLM listeners get just such a parcel of news from the PIONEER TRUST COMPANY.

Program is divided into Army, Navy and Marines, with appropriate music. Dispatches from far flung points on the globe are read with dramatic terseness.

After each broadcast, the dispatch is

sent as received to each parent or wife of the boy mentioned on the program. With each dispatch goes a short personal note.

AIRFAX: First Broadcast: July, 1945.
Broadcast Schedule: Tuesday, 8:00-8:45 P.M.
Preceded By: City of the Dead.
Followed By: Hollywood Preview.
Sponsor: Pioneer Trust Co.
Station: KSLM, Salem, Ore.
Power: 1,000 watts.
Population: 36,000.

COMMENT: A good will builder of this kind brings radio and its advertisers closer to the hearts of every family.

Home Furnishings

ONE MAN'S DESTINY Even though merchandise was scarce, it wasn't *One Man's Destiny* to be forgotten by the buying public. In Portland, Me., the ATHERTON FURNITURE COMPANY used the transcribed syndicated feature, *One Man's Destiny* to keep its name before the public, build up good will as a backlog for future business expansion.

Aired over WCHS, *One Man's Destiny* replaced an earlier UNITED PRESS feature, *Soldiers of the Press* for this chain of seven stores whose headquarters are in Brockton, Mass. The new series consists of dramatized incidents in the lives and careers of men who make front page news.

Broadcast once a week for the ATHERTON STORES OF MAINE (Portland, Lewiston and Waterville) the program is publicized by a newspaper advertisement in morning and evening newspapers on the day of the broadcast each week.

During the war, all copy was institutional, with at least one commercial devoted to Red Cross, USO appeals, War Bonds, other such patriotic causes. Currently, merchandising announcements are combined with institutional appeals. Commercials are slanted to home audiences, with a total allotment of one minute, 45-seconds for the sales pitch.

LOUISE MASSEY AND THE WESTERNERS On first consideration, pop tunes, western ballads and standard songs might not seem to be the most appropriate one for sponsorship by the DAVENPORT BANK & TRUST CO., Davenport, Ia. But when the officers of the bank gave the nod of approval to *Louise Massey and the Westerners*, there was a reason for calling that particular tune.

A program with widespread listener-appeal, one designed to give the WOC audience what it wanted, thus put it in a receptive mood, was the first essential. What the DAVENPORT BANK & TRUST hoped to accomplish: to erase from the minds of the public, the fallacious but generally held view that banks in general are forbidding and awesome. With *Louise Massey and the Westerners* it sought to present the DAVENPORT BANK & TRUST CO. as an institution of friendliness.

AIRFAX: Transcribed feature is used here as getting-up or breakfast time entertainment.
Broadcast Schedule: T-Th-S, 7:45-8:00 A.M.
Sponsor: Davenport Bank & Trust Co.
Station: WOC, Davenport, Ia.
Power: 5,000 watts.
Population: 218,000.
Producer: Neblett Radio Productions.

COMMENT: Banking institutions will play an important part in post-war expansion, and those who present their story to the general public now will be that much ahead of the game.

AIRFAX: First Broadcast: November 17, 1943.

Broadcast Schedule: Wednesday, 7:30-7:45 P.M.
Preceded By: News of the World.
Followed By: H. V. Kaltenborn.
Sponsor: Atherton Furniture Co.
Station: WCHS, Portland, Me.
Power: 5,000 watts.
Population: 106,566.
Producer: United Press.

COMMENT: Thorough coverage of world events is not enough. There's still much to be done in covering the human interest angle of the news and the people who make it. Series here represents one very interesting and effective approach to the problem.

Laundries

MASTERS OF RHYTHM When listeners tune-in a musical program, they want music with as few interruptions as possible. In Oakland, Calif., the MARKET

LAUNDRY gives them just that in a combination that also achieves maximum repetition of the sponsor's name and purpose.

Each week the announcer opens the program with the words "For Better Service . . . It's Market Laundry." Then the *Masters of Rhythm* take over with the theme of the orchestra of the day.

Identifications made over the theme include the sponsor's name, orchestra, artists and a brief sneak-in commercial. Bing Crosby is the featured singer of the show, with a medley of two numbers in the center spot. A different band is featured each week on the KROW program.

Selling feature of the show: there is never a lag between musical selections. One tune finished, the announcer says: "For Better Service . . . It's Market Laundry," and up comes the next tune. Within the half-hour, the slogan is repeated about a dozen times.

Each commercial begins and ends with the same phrase. The brevity of the phrase, the brevity of the commercials, and the sincerity of the approach contrasted with the maximum amount of music, drive home the sales point.

This is the first time that *Market Laundry* has used radio, and it went all-out to promote the show with car cards on Oakland area street cars and busses. In addition, KROW furnishes its usual publicity co-operation through local radio columns and the use of screen trailers in neighborhood movie houses.

Evidence that *Masters of Rhythm* are also masters of sales, *et al.* When other laundries were having difficulty getting help, MARKET LAUNDRY had more than its share of inquiries due to the program. Now that the laundry business has dropped off somewhat, MARKET LAUNDRY is out in front. The sponsor gives due credit to the program.

AIRFAX: Smooth orchestras get the nod on this series, i.e., Freddy Martin, Guy Lombardo, Sammy Kaye, etc.

First Broadcast: June 24, 1945.

Broadcast Schedule: Sunday, 11:30-12:00 (Noon).

Preceded By: Tic Toc Club Review.

Followed By: News.

Sponsor: Market Laundry.

Station: KROW, San Francisco-Oakland, Calif.

Power: 1,000 watts.

Agency: George A. Cummings Adv. Agcy.

"The

DOCTOR

on the

Air"



- Popular Medicine Programs backed by well-known medical authority.
- Script and talent for spots or whole show. . .

Frederic Damrau, M.D.

247 PARK AVE., NEW YORK 17, N. Y.

Wickersham 2-3638

COMMENT: Here's evidence that a program need not be elaborate nor costly to produce results. Program in this case is based upon the principle of furnishing entertainment plus a constant repetition of the sponsor's name and purpose. It's a combination that gets results. (For pic, see *Showmanscoops*, p. 57.)

Music Stores

HEIDER'S SHOWCASE What HEIDER's has in its *Showcase* is well worth a look and a listen, so much so that while *Heider's Showcase* is on the air, hundreds of people jam the sidewalk. What pulls listeners to the KSLM downtown studio, also to their microphones is a Saturday morning half-hour variety show featuring simon-pure local talent.

Participants are aspiring amateurs from the environs of Salem, Ore. Youthful contestants vie for the \$100 radio-victrola combination which HEIDER'S MUSIC STORE offers as first prize to the winner.

After each broadcast, a winner is declared through votes from the radio audience. At the end of three months, all winners from each broadcast compete for the grand prize. Weekly mail pull: 500 letters.

Commercial content is almost *nil*. HEIDER's is content to let an occasional reminder that the audience is listening to *Heider's Showcase* carry the ball, saleswise.

AIRFAX: First Broadcast: November, 1945.
Broadcast Schedule: Saturday, 11:00-11:30 A.M.
Sponsor: Heider's Music Store.
Station: KSLM, Salem, Ore.
Power: 1,000 watts.
Population: 36,000.

COMMENT: Especially in smaller communities, a program of this type creates a tremendous amount of local listening appeal. The weekly vote-by-mail idea gives the advertiser a listener check.

Public Utilities

THE BLUE FLAME While it's true that the scope of women's interest has increased beyond the confines of the home, the job of making the family comfortable and of providing appetizing, nutritious meals is still of prime importance to the average housewife.

To provide assistance in the never-ending problem of what to serve, the WATER AND GAS DEPARTMENT of the City of Duluth (Minn.) recently concluded a series of programs, *The Blue Flame*, over WEBC. Offering also acquainted homemakers with new products and conveniences utilizing gas, gave them tips on how to receive optimum results from gas appliances.

The program was planned to promote the use of gas and gas appliances, by stressing the "magic of the Blue Flame." In addition to telling listeners about new ideas in cooking with gas, the scripts also included features about home decoration, fashions, other tid-bits from the women's world.

AIRFAX: Scripts were prepared and delivered by Elgie Carter. News of seasonal foods, good food buys and recipes were all a part of the format. A complete menu for the day closed each broadcast.

First Broadcast: January 4, 1944.

Broadcast Schedule: T-Th, 4:45-5:00 P.M.

Preceded By: Rhythm Matinee.

Followed By: News.

Sponsor: City of Duluth, Water & Gas Dept.

Station: WEBC, Duluth, Minn.-Superior, Wis.

Power: 5,000 watts.

COMMENT: Women's interest in food is more than a matter of a one-time special cooking school, other events of that kind. It's a year-around proposition and the sponsor here rendered a valuable service on a long-time basis.

Sustaining

STORY ROAD



Binghamton, N. Y., youngsters travel new and pleasant roads every Thursday afternoon. Under the direction of a radio committee, the English department of the Binghamton City School system has taken moppets down the *Story Road* for three years. Using school children for cast, teachers for script and narration, *Story Road* presents English and American classics, other literature familiar to the average listener. A thorough rehearsal with appropriate sound effects and dramatic production precedes each broadcast.

In preparation for the programs, teachers and pupils have been made more aware of the need of good oral reading and correct speech habits. Emphasis is given to attentive and discriminating listening to radio programs.

Between the programs are class discussions, oral and written compositions, letter writing, dramatizations, further reading of similar stories, library trips, acquaintance with authors and illustrators and simulated programs within the classroom. Thus the radio is used to enrich, diversify and focus the teaching of speech, English and reading.

Except for one season the program has been carried on a sustaining basis. A druggist sponsored the series for one year, but used no commercial message.

Story Road enjoys a large listening audience, both adult and juvenile. The Board of Education went to consid-

erable lengths to build an audience among students, parents and Parent-Teachers groups.

AIRFAX: The program has received favorable national mention from Northwestern University and Ohio State.

First Broadcast: 1942.

Broadcast Schedule: Thursday, 3:00-3:15 P.M.

Preceded By: Tena and Tim.

Followed By: CBS Sustaining.

Station: WNBF, Binghamton, N. Y.

Power: 5,000 watts.

COMMENT: Effort directed toward the building of audience for programs of this type is well spent. Too often, parents and teachers who bemoan the existence of blood-and-thunder strips are completely unaware of the existence of these programs which more nearly meet their listening standards. It's up to the radio industry to capitalize on this good will building factor by beating the drums for such public service offerings.

Sustaining

HOMETOWN, U.S.A. The D.S.C. is being awarded Texas cities! Each Sunday, the Army Air Forces honors a *Distinguished Service City on Hometown, U.S.A.* over WOAI, San Antonio, Tex.

Presented by the San Antonio District, Army Air Forces Personnel Distribution Command, *Hometown, U.S.A.* is designed as an Air Forces thank you to the hometowns whose servicemen made possible the success of the A.A.F.

During this half-hour show, WOAI audiences hear an interview with a returned airman and a dramatic sketch of his background in the *Distinguished Service City*, his military career and his civilian aspirations.

Each week a promotion display is placed in a department store window in the town singled out for honors.

AIRFAX: The Personnel Distribution Command chorus and band is under the direction of Capt. Hugh J. Thomas. Musical arrangements are by S/Sgt. Bill Bunt. Featured vocalist is Pvt. Dick Burr. Pvt. Earl Hammond scripts the show. Entire production is directed by Lt. Paul Langford.

First Broadcast: September, 1945.

Broadcast Schedule: Sunday, 12:00 (Noon)-1:00 P.M.

Station: WOAI, San Antonio, Tex.

Power: 50,000 watts.

Population: 276,874.

COMMENT: Because the Personnel Distribution Command receives men returning from overseas and reassigns or separates them for return to civilian life, the program which it presents performs an invaluable public service in linking veterans with their hometowns.

Sustaining

SCHOOL NEWS Aware that the high school students today will rule the world tomorrow, KPRO, Riverside, Calif., lets its listeners in on what goes into the making of these embryonic citizens. Each day, Monday through Friday, *School News* is gathered, written and broadcast by a representative from the school in focus. Over-all maestro of the show is Paul Little, student from Riverside's Polytechnic high school.

All junior and senior high schools, colleges and universities in the *Valley of Paradise* are assigned a definite day for their broadcast. The guest producer-narrator reports on the happenings and activities of his school, also comments on subjects of special interest to his school at the time.

AIR FAX: A successor to a school news program of last year, *School News* is a strictly student program.

First Broadcast: October 8, 1945.

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

Preceded By: Terry & The Pirates.

Followed By: Jack Armstrong.

Station: KPRO, Riverside, Calif.

Power: 1,000 watts.

Population: 44,292.

COMMENT: Programs of this kind promote healthy inter-school relations, give students an outlet for the development of special skills and foster understanding between parents and schools.





SHOWMANSHIP IN ACTION

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

Bakeries

JERRY ANN TALENT Many a youthful Bing Crosby in-the-making may in the future have JERRY ANN to thank for that first chance to take a bow before the spotlights. To bring out teen-age talent, TRENNERY'S BAKERY, Yakima, Wash., turned to radio and KIT. Talented teens parade before the microphone in a weekly half-hour amateur series, under the TRENNERY banner, for its JERRY ANN BREAD.

TRENNERY not only features talented juveniles and adolescents on the bakery program. It also makes generous use of newspaper advertisements to get the public to listen to the teen-agers. Vocalists, tap dancers, pianists and instrumentalists all get a chance to strut their stuff before the JERRY ANN microphone. In one series, 220 teen-agers were presented on the TRENNERY broadcasts, with the all-star finalists the featured performers on the last show of the series. Unique feature of the 30-minute offering: minimum time is given to commercial announcements.

AIRFAX: *Sponsor:* Trenergy's Bakery.
Station: KIT, Yakima, Wash.
Power: 1,000 watts.
Population: 27,221.

COMMENT: In areas where there is a sufficient amount of talent for the continuation of such a series over a period of time, programs of this kind make for good radio entertainment. They also perform a public service.



SWEETEST STORY EVER TOLD Human nature at its best, instead of the newspaper headline worst, sets the theme for the *Sweetest Story Ever Told*. Sponsored by JOE FRANKLIN MYERS INDUSTRIES, Dallas, Tex., candy stylists, the series is aired over WFAA each Sunday noon.

Good Samaritan stories, sent in by listeners about their neighbors or friends, are presented on each broadcast. To each listener whose letter is used on the program, JOE FRANKLIN MYERS presents a \$25 War Bond, but senders usually have the War Bond made out to a favorite charity.

Listeners have created almost as much human interest as the broadcast stories. In one small Texas town, the Methodist Church adjourned the morning service 15 minutes early in order to hear the program. In another, the entire town council voted to send in the story of their community's greatest philanthropist, a truck driver. One man, who sent in the story of help given him during the depression, asked that his bond be sent to his benefactor as delayed payment.

Commercials are used only in a short plug in the middle of the show, with a transcribed song parody on the "guy named Joe" for opener and closer.

AIRFAX: Music of a duo-piano team and two vocalists is woven around the four- or five-minute story narration.

First Broadcast: April, 1945.

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

Preceded By: Church Services.

Followed By: Portraits in Music.

Sponsor: Joe Franklin Myers Industries.

Station: WFAA, Dallas, Tex.

Power: 50,000 watts.

Population: 476,000.

COMMENT: Human interest angle here has a high family appeal potential. Title is a natural tie-in with both product and program.

Dairy Products

MEET YOUR GROCER Housewives in Fort Wayne, Ind., are invited to *Meet Your Grocer* in a thrice weekly radio series

aired over WOWO. Introductions are arranged through the courtesy of three local food accounts, ALLEN DAIRY PRODUCTS, BURSLEY & CO., distributors of staple foods, and PETER ECKRICH & SONS, INC., meat packers.

Broadcasts originate in grocery stores in the Fort Wayne area, with WOWO home economist Jane Weston acting as hostess for the sponsors. Home economist Weston and a WOWO announcer go to the grocery store with portable recording equipment on the morning of the broadcast. Program is transcribed at that time, aired that afternoon.

Each program opens with an interview with the grocer, followed by interviews with women shoppers. Women interviewed on the show receive such gifts as a pound of butter, coffee, frankfurts, other items merchandised by the sponsors. Stores from which the broadcasts originate represent those who stock the products of ALLEN DAIRY, BURSLEY and PETER ECKRICH.

Promotion for *Meet Your Grocer* is tied-in with Jane Weston's daily *Modern Home Forum*, and the coming points of broadcast are announced on this homemaker's program. Large easel boards are provided for display in the stores to be visited, and grocers co-operate by inviting their customers to be present when the recording is made.

AIRFAX: First Broadcast: December 3, 1945.

Broadcast Schedule: M-W-F, 3:45-4:00 P.M.

Preceded By: Glamour Manor.

Followed By: Headline News.

Sponsor: Allen Dairy Products, Bursley & Co., Peter Eckrich & Sons, Inc.

Station: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 125,000.

COMMENT: While this program contributes in full measure to increased dealer preference, it also serves as a stimulant to consumer demand. The direct product tie-in with the show is good.



PROOF O' THE PUDDING



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

Beverages

POLKA TIME When *Polka Time* was set up on WJPA, Washington, Pa., as a half-hour Sunday feature, the sponsor, NEHI BOTTLING CO., reckoned without the factor of intense listener interest. Within a year the weekly feature had developed such a tremendous mail pull that NEHI decided to strike while the iron was hot, added five 15-minute periods to the schedule. Even on a six-shows-a-week basis, mail pull for request tunes maintains such a volume that listeners who send in requests wait a month before their tunes are played. To meet the situation, NEHI is giving serious thought to a half-hour show, six days a week.

AIRFAX: While musical selections are confined to polkas, mail response represents the entire range of nationalities in the WJPA listening area.

First Broadcast: October 14, 1945.

Broadcast Schedule: Monday through Friday, 4:15-4:30 P.M.

Preceded By: Erskine Johnson.

Followed By: Melody, Inc.

Sponsor: Nehi Bottling Co.

Station: WJPA, Washington, Pa.

Power: 250 watts.

Population: 29,182.

COMMENT: Mail pull offers sponsors valuable evidence about the effectiveness of a program offering. When volume is maintained over a period of years there can be little doubt about the sales potential of broadcast advertising.

Builders' Supplies

NEWS If a man bites a dog, that's news to newscaster Louis L. Kaufman, who specializes in an informal type of news

broadcast over KQV, Pittsburgh, Pa. One of the pioneers of Pittsburgh radio, commentator Kauffman aims his remarks not to the head but to the heart. Rather than give the news in the order of its importance, he is just as apt to make a lead story out of a friendly little yarn involving a dog or the weather.

Evidence that human interest headlines represent a straight line to listeners' purse strings: on the first broadcast for the HARGROVE CONSTRUCTION Co. he sold \$450.00 worth of storm doors and windows. With reason, HARGROVE CONSTRUCTION is well satisfied with its Monday through Friday, 9:00 A.M. news quarter-hour. Since sponsoring Kaufman, firm has had its best year in its history. To give credit where credit is due, HARGROVE pins the laurel wreath on Kaufman for the many added sales.

Equally pleased is the WM. H. WISE Co. To promote the sale of a *Pictorial History*, WISE wisely picked Kaufman's Monday through Friday quarter-hour newscast aired at 1:00 P.M. Comments Cecil C. Hoge, of HUBER HOGE & SONS, New York City, advertising agency: "We have been offering for WILLIAM H. WISE & Co., a *Pictorial History* set on this program. At the moment, KQV is by far the number one producing station in the United States, as far as the cost-per-order is concerned. Week after week, the Great Kaufman continues to pull an amazing amount of mail, taking in an average of \$2,000 to \$2,500 a week of direct, traceable orders." Eyebrow raising fact: to promote the sale of the book, WM. H. WISE, using other types of programs, bought time on several hundred stations throughout the United States.

Evidence that Kaufman does as well on the long pull as for the short stretch: he worked for the same sponsor, the MAX AZEN FUR Co. for seven years.

In every case, commercials are personalized, woven into the body of the show in a painless-to-take dosage.

AIRFAX: Station: KQV, Pittsburgh, Pa.

Power: 1,000 watts.

Population: 1,895,333.

COMMENT: Success here is due in the main to the tremendous personal appeal

of the featured commentator and the amount of friendliness he gets into each program.

Department Stores

RISE AND SHINE What WESTERN AUTO SUPPLY, Los Angeles, Calif., undertakes, it doesn't do in half measure. With 86 stores in the metropolitan area, four of them department stores, the others selling lines other than auto supply merchandise, WESTERN AUTO SUPPLY went all-out in a four-in-one over KHJ. Its schedule over KHJ: an hour a day, split into four quarter-hour programs.

Monday through Saturday at 6:30, listeners *Rise and Shine* with WESTERN AUTO SUPPLY. What audiences hear Monday through Friday: Cecil Brown, 8:00-8:15 A.M.; *The Frolics*, 1:00-1:15 P.M., and *So the Story Goes*, 10:45-11:00 P.M.

Rise and Shine, an hour-long show, is sponsored by WESTERN AUTO in the third quarter. It features Bob Bence, who reads poetry, plays records, does dialogue and indulges in ad-lib patter.

The Frolics is a gay quarter-hour of comedy-styled records and nonsensical patter, starring Ruben Gaines and Bob Freed. Cecil Brown brings straight news, and the transcribed, syndicated feature, *So the Story Goes*, features Johnny Neblett.

Programs started simultaneously under WESTERN AUTO's sponsorship. All had previously been on the air, either under other sponsorship or as sustainers.

Each of the four programs features a daily radio special, usually an item of general use offered at a substantial saving. Straight selling copy is the order of the day, with 150 maximum word length. All commercials are prepared in close co-operation with WESTERN AUTO's merchandising manager who inventories stocks, checks store displays of radio specials.

After two months of broadcasting, store traffic and volume showed a pronounced increase, with the radio special moving satisfactorily. More important,

the schedule has created substantial assistance for the increased sales of other merchandise.

AIRFAX: Programs are directed to all types of listeners. General merchandise as well as automotive supplies in a wide price range is featured.

First Broadcast: September 17, 1945.

Broadcast Schedule: Daily.

Sponsor: Western Auto Supply.

Station: KHJ, Hollywood, Calif.

Power: 5,000 watts.

COMMENT: While domination of newspaper space is pretty well established by metropolitan advertisers, there's a tremendous chance for retailers to establish the same type of domination with broadcast advertising. Here's a sponsor who is setting the pace.

Department Stores

RADIO SHOPPER When the **MAY COMPANY**, Denver, Colo., took on sponsorship of KOA's *Radio Shopper* it was for a two-month trial run. Within two weeks, the **MAY COMPANY** signed up for a 52-week contract. The show, now in its third year, has the largest audience of any local daytime program.

While the **MAY COMPANY** took on the show to create good will, it also wanted to sell merchandise, particularly better type merchandise. Sales-wise, the *Radio Shopper* has done just that. One mention of a Boy Scout jackknife sold out the entire stock before noon. A similar experience was enjoyed on Quaker lace tablecloths, to mention but a few examples. Mention of a Style Show exhausted the supply of tickets for the affair (held in a huge hotel ballroom) an hour after the store opened.

Directed particularly to women listeners, the shoppers of the family, the show is slanted to the middle and upper income class buyers. Music, news, weather reports and a shopping talk fill up the quarter-hour slot.

Evidence that listeners enjoy the program, also respond to the commercials given in a chatty, over-the-back-fence style comes from one listener who wrote to mikestress Evadna Hammersley: "I never miss a broadcast unless I am away from home, and then I wonder what you

talked about. Just to prove that advertising pays, I will say that I spent over fifty dollars in the **MAY COMPANY** store this week."

AIRFAX: Mikestress Hammersley and announcer Vic Roby keep the ball rolling.

First Broadcast: November 1, 1943.

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

Preceded By: Rainbo Musical Magazine.

Followed By: Fred Waring.

Sponsor: The May Company.

Station: KOA, Denver, Colo.

Power: 50,000 watts.

Population: 450,000.

COMMENT: What's well begun is half done, as evidenced by the experience of this sponsor. While the program here features item merchandise, over the years it will also establish an institutional value that is an important factor in broadcast success.

Florists

LANGUAGE OF THE FLOWERS While words are awkward things at best, the *Language of the Flowers* is understood by young and old. That's the language which BOBBY'S FLOWER SHOP, San Antonio, Tex., speaks to KMAC listeners once a week. Poetry, philosophy and soft music fill the quarter-hour Sunday slot, with the bouquet of words and music spiced with informative commercials about the *Language of the Flowers*. Example:

"The Snowdrop is dedicated to the Virgin Mary, and tradition asserts that it blooms on the second of February, or Candlemas Day . . . the day kept in celebration of the Holy Virgin taking the child Jesus to the Jewish Temple, and there presenting the appointed offering of two turtledoves. The Snowdrop is symbolic of hope. By this same token, Bobby's Flower Shop extends to you, its many friends and customers, this bouquet of words and music . . . with the hope that in their humble way, they will add a little more beauty to this passing day, through the Language of the Flowers."

For BOBBY'S, the *Language of the Flowers* can be translated into the dollars and cents language of the businessman. Within four months after the show first went on the air, BOBBY'S reported a sales increase of 50 per cent. Listener interest remains high, with a continuous flow of incoming letters, many bearing requests for poems read. All mail is acknowledged.

AIRFAX: Program idea was originated by the Al Newman Advertising Co., is owned and produced by the agency. Interested radio stations may secure the right to use the format, scripts, commercials and continuity as a weekly service. Narrator on the KMAC feature is Tony Besson.

First Broadcast: August 19, 1945.

Broadcast Schedule: Sunday, 2:45-3:00 P.M.

Preceded By: Music for Dreaming.

Followed By: Murder is My Hobby.

Sponsor: Bobby's Flower Shop.

Station: KMAC, San Antonio, Tex.

Power: 250 watts.

Population: 350,000.

Agency: Al Newman Adv. Co.

COMMENT: Sponsors don't need a Jack Benny or a Bob Hope to produce sales. Here's evidence that an easily produced feature that's well within the budget of almost any advertiser will produce results if it meets the listening interests of the audience the sponsor wants to reach.

Home Furnishings

WOMEN TODAY Back in 1944, the J. W. Rowlands Co., one of the largest furniture houses in northwestern Ohio, knocked on the door of WLOK, Lima, O., in search of a program to interest the housewife. *Women Today* was born, with WLOK chief announcer, John Daniels, as emcee. A quarter-hour, five-a-week show, the series is a news-and-music combination slanted at *Women Today*. News of outstanding figures in the feminine world, as well as bits from Hollywood, and the theatre world keep listeners posted on what's what. Each broadcast concludes with a poem, many of them original verse contributed by listeners.

When listeners were offered a free book of verse, 1,000 copies were distributed by request in jigtme. Evidence of salesability: Rowlands promoted some rather expensive mercury-ray sun lamps through radio alone, was extremely gratified at the number sold.

AIRFAX: *First Broadcast:* October, 1944.

Sponsor: J. W. Rowlands Co.

Station: WLOK, Lima, O.

Power: 250 watts.

Population: 44,711.

COMMENT: The use of give-aways gives the advertiser an invaluable gauge of listener interest in a radio series.

SHOWMAN TIPS

New program ideas
briefly noted.

Jewelers

NEW HAVEN HEROES SPEAK A new series of programs, under the guidance of Bob Savitt, has been inaugurated over WELI, New Haven, Conn., by SAVITT JEWELERS. *New Haven Heroes Speak* is presented Sunday, 10:30-11:30 A.M. New Haven servicemen and women, stationed in all parts of the world, write to Bob Savitt to have special musical selections played and dedicated to their special people back home.

Furriers

FASHION SHOW An added stimulant for the sale of furs was the special promotion conceived by WELI, New Haven, Conn., for the I. J. FOX FURRIERS of that city. The special event took the form of a fur fashion contest and was presented as an added presentation at the LOEW-POLI THEATRE.

A capacity audience of 3,700 people saw 20 of New Haven's most beautiful girls model a quarter of a million dollars in fur coats ranging from mink and sable down to the more popular Hudson seal and lapin.

The full score of young ladies were in competition for the title of *Miss Fur Fashion* and a first prize of a \$500 I. J. FOX fur coat. Second and third prizes: GRUEN wrist watches. All who appeared in the contest received CURLOX permanent waves.

The feature was entirely a radio promotion. I. J. FOX bought spot announcements in quantity two weeks in advance of the contest plugging for entries and inviting listeners to attend the fur showing. A record number of 200 contestants applied and the 20 models were selected from this group. No newspaper advertising was used.

Sustaining

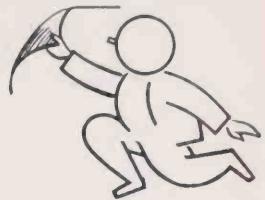
ADVENTURES FOR YOUTH Scripts that are written and played by Saginaw, Mich., citizens entertain and educate the local children for the quarter-hour beginning at 5:15 Monday afternoons. The WSAM program is designed to create and foster an understanding and appreciation of the arts among the local children of school age. A community project, the Radio Council, the Junior League, the Parent-Teachers Association, the local dramatic society, the libraries, and the children take turns presenting the program. First broadcast: September, 1944.

Realtors

OFF THE BEATEN TRACK Commentaries on great and little people, oddities of Canadian history and stories from every corner of the world are aired for five nights a week at 8:05 P.M. by Dick Diespecker. Sponsored by the H. A. ROBERTS CO., LTD., over CJOR, Vancouver, B. C., the show plugs higher-priced real estate. Diespecker sees the houses, writes his own descriptions and personal reactions to deliver the commercial. World-traveler Diespecker augments the show with material sent in by listeners or gleaned by reading.

SHOWMAN VIEWS

Briefly noted here are new releases in the field of syndicated features. For a complete listing of syndicated features, refer to the RADIO SHOWBOOK.



Informational

YOUR BABY'S HEALTH For the young mother and her equally anxious husband, there's nothing more important than *Your Baby's Health*. At afternoon bridge or at the dinner table, it's a subject of unfailing interest for those with wee ones. When a radio series comes along with its one purpose that of delving into the problems of *Your Baby's Health* it's certain to get the ear of the woman whose hand rocks the cradle.

Just such a transcribed feature has been produced by an outstanding medical authority, Dr. Frederic Damrau, for local and regional sponsorship. No novice at the microphone, Dr. Damrau has made innumerable network appearances on medical subjects discussed in the layman's language.

A 5-minute strip, *Your Baby's Health* follows a question-and-answer format with Adeline Maneery as interlocutor. Dr. Damrau's answers are simple and direct.

A photographer was among the first to take on sponsorship of the syndicated feature, with the series aired three times a week at 2:55 P.M. for 13 weeks over WSYR, Syracuse, N. Y.

The Dr. Damrau approach: unbiased information to young mothers on the care of infants. No mention is made of the product or its use. Wisely, the editorial content is designed to attract listeners. It's the job of the commercial to sell the product, with 1½ minutes allotted for the selling message.

AIRFAX: Two other 5-minute strips have been produced by Dr. Damrau.

Your Skin Problem, a 5-minute series sponsored by Teru Cream, is aired over WHKC, Columbus, O. *Schedule:* five days a week for eleven weeks.

Another series, *Your Stomach Problem*, went on the air over WHGB, Harrisburg, Pa., January 7.

Producer: Dr. Frederic Damrau.

COMMENT: While these programs are suitable for sponsorship by almost any business, these educational broadcasts provide, in particular, a medical background for products which are suitable for self-medication. While the audience will necessarily be a limited one, all who listen are potential users of the sponsor's product.

Music

REMINISCIN' WITH SINGIN' SAM Home-spun philosophy and homespun music gets a big hand from a vast segment of the listening audience, and that's what *Singin' Sam* gives them in his musical reminiscences. Old standards and new favorites, tunes everybody loves, are played by Charles Magnante, accordion soloist and his orchestra with the Mullen Sisters Singing Trio.

Open ends allow for the commercial message and sponsor identification either on a separate disc or for live announcement by the local station announcer. *Optional:* sponsor's announcement on a separate disc can be made by *Singin' Sam*.

Except for flat minimum rates in 26 major markets, series is available on a 5-time weekly basis at the 1-time national class A quarter-hour quotation as of *Standard Rate & Data*. Series is now on 39 stations.

AIRFAX: Programs are available on a five-a-week-basis. Records are waxed on a five-times-per-week, 52-week basis, but the show can be scheduled for three times a week.

Type: E.T.

Time Unit: 15 Minutes.

Producer: Transcription Sales, Inc.

COMMENT: Musical offerings programmed for continuity is the current trend. Here the sponsor gets network talent and production at strictly local costs.

CLAIMS TO FAME

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

KIDO, Boise, Idaho, came on the air for the first time on October 3, 1923, when it broadcast the Boise High School Opera. As far as is known, KIDO started the first regular broadcasting program west of the Mississippi.

KIDO brings to its audiences features of educational value, subjects of national importance and matters of local interest. KIDO has consistently promoted *Music Week* and helped the move become a national observance. High schools, colleges, churches, civic groups and civic movements can always look to KIDO for promotional help.

In 1937 KIDO broadcast the circumstances of the sinking of a farm at Buhl, Idaho, and started a chain of interest that circulated around the world. The same year President Roosevelt was presented to the radio audience over KIDO by Senator Borah, Idaho's great man. Blind, paralyzed Bill Carpenter, who became of national interest through the *Believe It or Not* column spoke to the nation over KIDO.

During the war, KIDO aggressively joined in the various war effort programs of the nation and the locality. Every War Bond drive was campaigned by KIDO with the result that the station became a purchase focal point.

In over 17 years of commercial operation, KIDO has retained ten of its charter member sponsors. They are: FOSTER FURNITURE COMPANY, REILLY ATKINSON & COMPANY, C. C. ANDERSON'S DEPARTMENT STORE, IDAHO POWER COMPANY, BAIRD'S DRY CLEANERS, BOISE-PAYETTE LUMBER COMPANY, FALK MERCANTILE COMPANY, FLETCHER OIL COMPANY, and GREEN GRIFFIN JEWELERS.

STATION PROMOTION

What promotes the station, creates listener interest, promotes the advertiser.

NO PLACE LIKE HOME

While brochures, folders, stuffers, *et al*, designed to catch the eye of the national advertiser are stock-in trade promotion for most local radio stations, brochures of interest to those who make such advertising profitable, namely, the listener, are something of a rarity. Not so, with KBIZ, Ottumwa, Ia.

What sets the tone of 16-page booklet is a letter from KBIZ president, James J. Conroy, reproduced on the last page. Addressed to "Dear Friends," the letter points out that one year ago the new management and new staff pledged to constantly improve the service of KBIZ, and listeners are thanked for their letters which indicated their satisfaction with the various improvements. Writes President Conroy: "Your purchasing our advertiser's products indicates your loyalty to them and to KBIZ. This revenue from our advertisers will enable us to constantly improve our program service to you."

Booklet includes a historical sketch of the area, pictures of the community, its diversified industry and its retail center. The part played by KBIZ in the community life is explained in the laymen's language, and pictures of staff members and the studio personalize the station for those in the Ottumwa listening area.

FRIENDSHIP BOND

Women who work by day, listen by night, and the radio station that wants to win these workers to its entertainment hall must turn to out-of-the-usual promotion to get their ears. In New Haven, Conn., WELI comes up with a twist which did more than focus the attention of the women workers on the station. It also won the approval of the local advertisers who used WELI time.

Each month, WELI awards a War Bond to the person who in the opinion of the *WELI Shopper* displays the most courtesy to the shopping public. During each four week period, *WELI Shopper*, Mildred Joseph, shops all New Haven's principal stores, then selects the salesgirl who in her opinion displayed the most solicitude, the greatest friendliness.

BLUEPRINT FOR SALES

To sell the market as a whole, rather than just as a local city area, WOWO, Fort Wayne, Ind., let time buyers have it with both barrels. First shot in the promotion campaign: a telegram sent to time buyers on the WOWO advertising agency list. Message delivered by WESTERN UNION: "Buy a market that represents best 50-50 rural-urban population in nation. Blueprint of this market has been compiled in booklet form and will be on its way to you soon. Hold placement of radio contracts until you see how this blueprint fits your needs in Indiana, Ohio and Michigan." Several days later time buyers received an 8-page blueprint, replete with facts and figures about both primary and secondary coverage.

IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT

YOU WILL APPRECIATE A
RADIO SHOWMANSHIP

FILE

BINDER

If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a Radio Showmanship Magazine File Binder. It holds 12 issues. With it, you can tell at a glance which of the 12 editions carry material of especial interest to your business. It's the convenient, compact method of keeping your copies in permanent chronological order. Order now!

RADIO SHOWMANSHIP MAGAZINE
1004 MARQUETTE
MINNEAPOLIS 2, MINNESOTA

Gentlemen:

I want what I want when I want it. Send me copies of the Radio Showmanship File Binder, at \$1.75 per binder, postage paid. Check enclosed . Bill me later .

Name

Address

Company

Position

City

State

FB-2-46

If you need back copies to make your file complete, we'll try to fill your order.

KFAB
KPRO
WPAY
WHBL
KGY
KLO
KDNT
WEBC
WMFG
WFPG
KFRO
WMPS
WNOX
WEIL

KSJB
WEGO
WLAC
WAJR
WRRN
WCOA
KVFD
WHLB
WEAU
KSLM
KFJB
WDNC

CKWX
WSAM
KGNC
CKRM
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KIDO — Boise, Idaho
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