

AUGUST 1949



PROGRAMMING FOR
ROADCASTERS • ADVERTISERS

M • FM • TELEVISION • FACSIMILE

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IN THIS ISSUE

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Three Corner Club Hits Large Group ★ Five Firms Back Mu-
ical Show ★ Record Showmanship Sells for Store and Man-
ufacturer ★ Star Studded Show Sells Cameras ★ D-J Airer
s Top Rate Show ★ Phono-Quiz Promotes Hardware ★ Western
Program Top Bread Seller ★ Airing the New ★ Johnny on
the Spot ★ Showmanscoops ★ Showmanship in Action

Your Business at a Glance

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

<i>Business</i>	<i>PAGE</i>	<i>Business</i>	<i>PAGE</i>
Baking Company.....	16, 23	Insurance Company.....	23
Bank.....	23	Jewelry.....	4
Beverage Firm.....	2	Laundry Association.....	28
Camera Firm.....	8	Music Store.....	6
Clothier.....	2	Pharmaceutical Firm.....	12, 22
Dairy.....	4	School.....	12
Food Products.....	2, 22	Shoes.....	2
Hardware Store.....	14	Soap Company.....	23, 29

Sponsor—Station Index

<i>Sponsor</i>	<i>Station</i>	<i>PAGE</i>
Arnold Bakers Company.....	WNBC, New York, N. Y.....	23
Bailey Furniture Company.....	WPEN, Philadelphia, Pa.....	12
Bell and Howell.....	Transcribed package.....	8
Brentwood Country Mart.....	KNX, KECA, KFI, Los Angeles, Cal....	23
Colgate-Palmolive-Peet.....	WPEN, Philadelphia, Pa.....	12
Consolidated Edison.....	WINS, New York, N. Y.....	23
Continental Pharmaceutical Corp.....	WNBC, New York, N. Y.....	22
Coast Federal Savings & Loan.....	KNX, Los Angeles, Calif.....	23
Cribben & Sexton.....	WCFL, WIND, Chicago, Ill.....	23
Curtis Circulation Company.....	KROW, Oakland, Calif.....	23
Dolcini.....	WPEN, Philadelphia, Pa.....	12
Robert Hall.....	WINS, New York, N. Y.....	2
Interstate Bakeries, Inc.....	Transcribed Package.....	16
Iowa Soap Co.....	WMAQ, Chicago, Ill.....	23
Langendorf Baking Co.....	KROW, Oakland, Calif.....	23
M. London & Company.....	WPEN, Philadelphia, Pa.....	12
National Shoe, Inc.....	WINS, New York, N. Y.....	2
Omega Flour Company.....	WMPS, Memphis, Tenn.....	22
Pacific Can Company.....	KROW, Oakland, Calif.....	23
Pepsi Cola.....	WINS, New York, N. Y.....	2
Porter's Music Store.....	WIMA, Lima, Ohio.....	6
Prudential Insurance Company.....	KOY, KYAR, Phoenix, Ariz.....	23
RCA Victor.....	WIMA, Lima, Ohio.....	6
Republic Films.....	WINS, New York, N. Y.....	23
Scott Hardware Company.....	WCCM, Lowell, Mass.....	14
St. Joseph Aspirin.....	WPEN, Philadelphia, Pa.....	12
Wildroot Cream Oil.....	WPEN, Philadelphia, Pa.....	12
E. A. Wright Company.....	KSFO, San Francisco, Calif.....	28

Radio Showmanship

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CONTENTS

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AUGUST 1949 Vol. 10, No. 8

Three Corner Club Hits Large Group	2
Five Firms Back Musical Show	4
Record Showmanship Sells for Store and Manufacturerer	6
Star Studded Show Sells Cameras	8
D-J Aire Is Top Rate Show	12
Phono-Quiz Promotes Hardware	14
Western Program Top Bread Seller	16
Airing the New	21
Johnny on the Spot	23
Showmanscoops	24
Showmanship in Action	26
Proof of the Pudding	28
Contests	30

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Three Corner Club

Hits Large Group

AIR FAX: "Three Corner Club" aims at the housewife, the home, and the child.

First Broadcast: 1947

Broadcast Schedule: Monday through Saturday, 9:30 to 10 A. M.

Station: WINS New York, New York

Sponsors: National Shoe, Inc.; Pepsi-Cola; Robert Hall (clothing); and an ice cream manufacturer

Power: 50,000 watts

Population: 7,455,000

"No baby talk" is the terse motto of Johnny Bradford, emcee of WINS' "Three Corner Club" which is, obviously, aimed at the carriage (baby carriage, of course) trade.

Bradford's "three corners" are: (1) you, (2) your home, and (3) your child. Since the "you" in this trio is the housewife and mother, Bradford could easily yield to the impulse to chat inanely about moppets, even quoting some of their clever sayings in "baby talk" dialect. But he does not . . . which is probably the reason for the show's success.

During the week, Johnny reads poetry, talks about home-making tips and does a bit of lampooning. Target of his sharp satires are would-be psychologists who mail him stereotyped material about rearing youngsters. "Most of them don't have any children," he says.

Saturday's show is different. The first quarter-hour is devoted to a complete

children's story on records. Uninterrupted, the tale is usually a fantasy or fairy story, picked especially for pre-school children. Sometimes Bradford plays simple children's songs in place of a story.

Second half of the Saturday show consists mostly of poetry, interspersed by comments of all kinds aimed at mothers and their children.

Ideally suited to the type of show is the sponsor, National Shoe, Inc., of 111 Eighth Avenue, New York, manufacturers and retailers of women's and children's shoes. National Shoe, through the Emil Mogul agency, is the sponsor of the second quarter-hour of Bradford's show, 9:45 to 10 A. M., Monday through Saturday.

COMMERCIALS ON SHOW

Commercials for National Shoe are easy-going, informal ones, written by the Emil Mogul agency and read by Bradford. Rather than aiming for sale of a specific item, the commercials develop the entire National Shoe line, including all types and styles for both women and children.

First half of the "Three Corner Club" is sponsored on a participation basis with the current sponsors Pepsi-Cola, Robert Hall clothes and an ice-cream manufacturer.

National Shoe has sponsored "Three Corner Club" since September 15, 1947 on WINS. The firm also buys strips and spots on the Crosley Broadcasting New

Three Corner Club emcee Johnny Bradford gets good advice from two distinguished guests, John Peter and Barbara Bradford, his two youngsters



York station in cycles, depending upon the seasons of the year, and the consequent demand for the product.

Since its inception two years ago, the "Three Corner Club" has undergone numerous changes, geared at making it always more listenable.

Proof of the show's loyal following was the "clothesline for the needy," conducted by Bradford at Christmas, 1948.

CHRISTMAS DRIVE

Boro President Hugo Rogers of Manhattan was John Bradford's guest on the "Three Corner Club" when the "Clothesline for the Needy" drive officially started on Monday, November 29.

During the drive, Bradford's show was broadcast from the New Men's Fashion Center, 1200 Broadway, which was designated as headquarters. Sol Sherman, known throughout the men's clothing industry as the Bow Tie King, and chairman of "Clothesline," aimed for the goal of 100,000 garments by Christmas, and the

Catholic Charities, the Protestant Welfare Agencies, and the Federation of Jewish Philanthropies were asked to assist in the distribution.

GUEST CELEBRITIES

Each morning during the drive Bradford had as his guest on the "Three Corner Club" some well-known celebrity. Listeners contributed mountains of usable clothing for underprivileged families in the New York area.

Emcee Bradford is the father of six-year-old John Peter and four-year-old Barbara Irene. His eldest, John Peter, has guested on the show several times, offering his own opinions on what children like to hear.

John says his children form a "check and balance" against his show, advising him of their interests.

Whatever the technical advice, juvenile or otherwise, Bradford has succeeded in putting forth a show which effectively promotes its sponsors.

5 FIRMS BACK

AIR FAX: "Band Wagon" uses successful combination of live talent and recorded music to produce number one show on station.

First Broadcast: Spring, 1941

Broadcast Schedule: Monday, 9 to 11 P. M.

Sponsor: Co-operative

Station: KATE Albert Lea, Minnesota

Power: 250 watts

Population: 12,000

Preceded By: Network Sustainer

Followed By: "Music 'til Midnight"

Using a combination of live musical talent and recorded music has made for station KATE, in Albert Lea and Austin, Minnesota, a show which not only has an immense audience appeal, but which has proven selling ability to its co-operative sponsors.

Name of the show is "Band Wagon." It is aired on Monday nights from 9 to 11. Time was selected for the show to bolster a formerly weak block schedule on that night. But even the program manager had no idea that show would grab the success



Lee Meredith, promotion director of KATE, is a featured performer on Band Wagon Show

MUSICAL SHOW

that it did. It not only strengthened the block it was placed in, it went on to lead that block and finally to become one of the outstanding shows on the station.

Show begins at 9 P. M. with a half hour of live talent. One of the featured performers on the show is Lee Meredith, promotion director of KATE. Along with the other entertainers he concentrates on the slow ballad-type popular songs.

"Band Wagon" has five co-operative sponsors. These include a dairy, a sports headquarters, a cafe, a jewelry shop, and an automobile agency. Each of these is an old established business in Albert Lea, one of the locations of the station.

Of course the best test of any radio program, commercially that is, is the effect it has on its sponsors and its sponsors' business. Here is where "Band Wagon" has proven its ability. For each of the show's five sponsors has used radio promotion and advertising for the past five years, and each year all five sponsors re-sign their "Band Wagon" contract. Only one of the sponsors, the auto agency, uses outside media. All the rest have found that radio, particularly the "Band Wagon" fill their public-contact needs amply.

Sponsor selection of the show was a natural. The ballads and entertainment are ideal draws for the cafe and the sports headquarters. And the jeweler gets his interest and subtle power of suggestion from the "June, Moon, Croon" type of ballads chosen for that part of the show.

Bandmaster in charge of "Band Wagon" is James "Jimmy" Delmont, who originated the show eight years ago. He still controls and takes active charge of the show.

Standard commercials are used through-

out the show. This means that the commercials are of the usual spot variety, stressing items selected by the sponsors. This type has always had the aim of immediate sales for its sponsors. Interspersed with these commercials, however, are institutional items, which the sponsors feel will be of considerable value in building up good feeling and trade relations with members of Albert Lea, their community.

A proof of the show's popularity with its listening audience can be found in the fact that it pulls more than 400 phone calls each Monday night. Most of these are requests for songs and entertainment for the show. As further proof to sponsors, though, show tags each commercial at the end with "... and tell 'em yah heard it on KATE." This old technique has worked so well that it has proven the show to each sponsor individually. Each reports that he hears this phrase many times a day.

Another advantage to both sponsor and station is the low cost incurred in the production of "Band Wagon." The only expense of the show, aside from air time, is a small fee for the live talent used. Nor is promotion expensive, since it is all done through sustaining promotion announcements during local station breaks.

One of the best testimonials for the show is the fact that KATE has not found it necessary to make any major changes in show during the past eight years. Here is an example of a station trying a new idea—mixing live talent with recorded music—and finding it working to a high commercial advantage. And wisely they have held closely to the original idea. There seems to be no reason why "Band Wagon" cannot continue its outstanding success indefinitely.

When Tom Pickering and his "Howdy-do, people" hit the air each Saturday afternoon direct from Porter's Music Store, Lima, Ohio, a full crowd of 150 fans are right there with a rousing "Hi, Tom" that shakes all of Northwestern Ohio and gives engineers gray hair. And so gets underway "Porter's Saturday Matinee," co-sponsored by RCA Victor, a show that already is being duplicated in major markets all over Ohio. Aired over 1000-watter WIMA in Lima, it is proving an outstanding vehicle for its musical sponsors.

AIR FAX: Record showmanship can beat the slump and hypo sales.

First Broadcast: Saturday, March 5, 1949

Broadcast Schedule: Saturday, 1 to 1:30 P. M.

Sponsor: RCA Victor and Porter's Music Store

Station: WIMA, Lima, Ohio

Power: 1,000 watts

Population: 60,000

Strong record programming is doing the job for Porter's and Victor. It is putting the emphasis where it sells . . . in the store right at the record counter. And it's making Porter's the record headquarters for those who buy records all the time or for the first time.

The formula is simple . . . a good disc jockey, good records, and good gimmicks. Tie the three into a fast-moving half-hour that has pace and purpose and the result is a sponsor-happy, listener-getting program that scores for all concerned.

Here's the way "Porter's Saturday Matinee" is planned to sell Victor and to sell Porter's. Four Victor records make up the musical portions of the program. The first is the week's best-seller. Then a Victor all-time "million-copy" seller is elected to "The One Million Club." A brand new release and a mystery band number round out the musical highlights.

Audience participation is the keynote of the entire half-hour. Three members of

Record for Store

the studio audience compete in the musical quiz for top prizes of albums and records. All questions are based on Victor records and artists.

The mystery disc contest is restricted to the store audience, and the emcee tours the store with a portable mike looking for a correct answer. The prize each week, accumulative as long as the question goes unanswered, is an album of records. The jackpot of albums seldom tops three or four before someone makes a special trip to the show to name the band and win the prizes.

Tops in the gimmick department is stunt time, which has the studio audience standing on the chairs and hanging from the listening booths to get an unobstructed view of what's going on. Stunts are simple but laugh-provoking. One contest pitted a boy against a girl to determine which could squeeze more inches of paste from a standard size tube of toothpaste. Another lined up a team of two from the audience against the team of Don Cornell and Laura Leslie (Sammy Kaye vocalists) in an ice cream cone eating contest.

STRONG COMMERCIALS

Commercials are handled by emcee Tom Pickering and salesgirls from Porter's record department. A strong straight pitch is made by the sales representative to lead directly into the new release that is played on the show.

Since all musical selections and the entire quiz are built around exclusive Victor records and artists, Victor identification is maintained throughout the entire half-hour and Porter's reaps more

Showmanship Sells and Manufacturer

than the average number of name plugs in the ad-lib interviews and comments.

VICTOR SHOWCASE

Porter's Saturday Matinee is a natural showcase for Victor artists who come to town, and Victor is extremely helpful in arranging personal appearances for their people. SRO signs are out early on the

days when the great and the near-great come to visit.

SHOWMANSHIP DOES THE TRICK

Showmanship with records is the keynote of all successful record programming, and WIMA dishes out a generous portion to Northwestern Ohio. Programs, like the Porter show, have proved themselves to be simple in their production but giants in their results.



Just a corner of the crowd that meets Tom Pickering every Saturday in the record department at Porter's Music Store in Lima, Ohio

Relating home-movies to Hollywood's movie-makers has proved a successful promotional tie-in for a Chicago manufacturer of photographic equipment. In its first venture into radio advertising, the Bell and Howell Company has been using a series of recorded one-minute spot announcements in which fifteen Hollywood stars tell how they use Bell and Howell's Filmo camera for their home movie-making. These radio spots are made available to dealers all through the United States.

Ever since the series began about five months ago, the camera firm has been receiving letters from their dealers, indi-

Crain, Lionel Barrymore, Maureen O'Hara, Alan Ladd, Jane Wyman, George Sidney, Gregory Peck, Susan Hayward, Lewis Stone, Linda Darnell, Jimmy Durante, Ray Milland and Irene Dunne. Copy used on the Gregory Peck station break illustrates the type of message offered on all the spots:

"Hello! Gregory Peck speaking. Not long ago, right after I finished "The Great Sinner" at MGM, I took the family up to Sun Valley for a little vacation. I don't know when I've enjoyed a trip more. And the best part of it is that we've spent hours since enjoying that vacation over and over every time we run the wonderful movies we

★ ★ STAR STUDDED SHOW SELLS CAMERAS ★ ★

cating overwhelming satisfaction with the advertising aid offered.

The package, "Hollywood Heritage," was put on the air in March, 1949, in six major metropolitan areas, Bell and Howell scheduled a 26-week program of dramatic radio spots, directing prospects to their dealers' stores. Stations used included WCBS, WNBC and WQXR in New York; WBBM and WMAQ in Chicago; KFI, KHJ and KFWB in Los Angeles; KQW and KJBS in San Francisco. Philadelphia and Cleveland schedules were also established. Spots were placed during evening hours in the main, and they covered each day of the week.

Spots themselves were one-minute announcements by fifteen Hollywood stars, telling how they used their Filmo equipment. Stars included Bob Hope, Jeanne

took while we were there. For some time it's been a habit of ours to be sure that our Bell and Howell Filmo Camera goes along on every vacation trip we take. And the pictures I get are marvelous. You don't have to be an expert to get that Hollywood touch in your home movies when you use a Bell and Howell Filmo."

The spots were recorded and the "Hollywood Heritage" package sold to Bell and Howell dealers for \$5 each. With each set of records goes suggested announcer copy. In the case of the Peck recording, suggested announcer copy was as follows:

"That's right, Gregory Peck! The same precision that has made Bell and Howell equipment preferred by the Hollywood studios is built into every Filmo Camera. See the new Filmos at DEALER NAME AND ADDRESS—and be sure to ask them

to show you the new Bell and Howell 16mm Filmosound projector!"

Currently the company is vigorously promoting wider distribution of the records to its dealers through literature pointing out sales results. Bell and Howell's dealer arrangement now provides two series of recordings for local dealer use—fifteen one-minute spots and the same number of 15-second spots, each complete with suggested announcer-copy. Dealers in any one area are encouraged to contract mutually for radio time, dividing the spots to give individual rather than group sponsorship.

To illustrate the way one-minute spots

AIR FAX: Camera firm aids itself and its dealers through radio spots featuring transcribed testimonials.
First Broadcast: March, 1949
Sponsor: Bell and Howell Company, Chicago, Illinois

ment is used in several Hollywood studios.

Bell and Howell Company, itself is a veteran photographic equipment manufacturing firm at 7100 McCormick Road, Chicago 45, Illinois. It was founded in 1907. Its retail dealers hit the home market for amateur movies, and in addition the company has special representatives



Margaret Ostrom, advertising manager of Bell and Howell Company, explains her choice of one-minute radio spot announcements

were cut down to 15 seconds, here is the shortened Gregory Peck message:

"Hello, this is Gregory Peck. I've just finished work on "The Great Sinner" for MGM. And for real recreation I enjoy my home movies which I take with my Bell and Howell Filmo Camera.

Suggested announcer copy on this runs:
"See Bell and Howell Filmos, and the Filmosound 16mm projector, now—at DEALER NAME AND ADDRESS."

AIM FOR SALES

Immediate sales are attempted on these commercials, of course, and Bell and Howell dealers receive the benefit of the prestige the firm has gained in the professional equipment field. B. & H equip-

who handle industrial sales. The "Hollywood Heritage" package is now being used by approximately 12 per cent of Bell and Howell's dealers. (Number of dealers approaches 3,000.)

To date, dealer reports indicate overwhelming public interest in the type of home-movie equipment selected by "insiders" of the Hollywood movie industry, according to Mrs. Margaret Ostrom, advertising manager of Bell and Howell.

In explaining why this particular type of show was chosen to spark the sales of the sponsor's products, she states, "We find that the movie-star testimonials, which include such top-ranking stars as Gregory Peck, Susan Hayward, and Bob Hope, carry over into the home movie field the accepted leadership and prestige which

Bell and Howell has held for years in the professional photographic industry."

OTHER ADS USED

No other radio promotion has been used besides the spot announcements, although the sponsor has used newspaper and magazine advertising to promote the Filmo. However, this big radio sales idea has brought in an abundance of sales and dealer-good-will.

To promote the star-studded package, literature was sent to dealers and radio stations. A letter was sent to all dealers in areas covered by the Bell and Howell series of spots, it included a folder and transcript, and gave the broadcast schedule. It then suggested, "Dont' lose any time in investigating this remarkable opportunity to tie in with our powerful promotional program . . . study the enclosed folder and transcript of star spot recordings with suggested announcer copy . . . fill in the attached order blank . . . phone your local radio station *today*. Act now to take advantage of this unequalled offer to help you build record sales."

SIMILAR LETTER

A similar letter was mailed to dealers in areas not covered by the Bell and Howell schedule. Including folder and transcript, it gave the same suggestion, but began by stating:

"A powerful sales-building tool is ready for your use! Now you can put Hollywood pulling power to work for you via your local airways."

To radio stations all over the country, the camera firm mailed the following letter, including folder and transcript:

"There's real customer potential in the new Bell and Howell spot radio program described in the enclosed folder. Bell and Howell dealers in your area are now being offered this material for their own radio spot announcements.

"You'll find that it will pay to contact these ready-made prospects without delay — they're in the market for radio time."

Mrs. Ostrom sent a letter to dealers who

ordered the star series, in which she warned them to "be ready for potential customers when they come in . . . back up powerful advertising appeal with convincing demonstrations . . ."

SALES MESSAGE

A top-notch sales message went out from Virginia Morrill, sales promotion manager of Bell and Howell. To all B & H dealers she advised, "Use Hollywood to sell for you via your local airways. Recorded personal preference of famous movie stars will bring the crowds to you for Filmo cameras and projectors.

"Favorable reaction is reported by hundreds of Bell and Howell dealers now using the Hollywood Heritage story. Don't miss this chance to increase sales and good will . . . put Hollywood pulling power to work for you.

"Cash in on your opportunity *now!* You can't afford to overlook the high sales potential of top-name endorsement. Read the enclosed folder for full information on the star spot recordings and suggested announcer copy . . . fill in the attached order blank . . . phone your local radio station *today!*"

BROCHURE SENT

In addition, a brightly colored brochure was sent to all B & H dealers stressing the fact that film capital celebrities work for them, and the important factor that the only cost aside from air time was \$5.

The whole idea—from the spots run by Bell and Howell to the ones purchased by their retailers—has been the kind of sales promotion dealers dream of receiving from their manufacturers. It has been profitable for the camera firm, the dealers and radio stations which carried the spots. A triple-threat program, it has received commendation and testimonials from dealers all over the country. It is an outstanding example of the results which can be achieved when showmanship is used on the radio air waves.

TESTIMONIALS ➤➤➤

"We have been using the one minute spots for the past four weeks and they seem to have considerable appeal. I know of one positive sale of a 70DA complete and another Sportster which were direct response to these announcements. We have been putting on the "Camera Clinic of the Air" with a question and answer division, a late camera news and notes discussion. The response has been so gratifying that I am now thinking of having two programs per week."

—PETERS PHOTOGRAPHIC SUPPLY COMPANY,
Winchester, Virginia.

"We think this is very fine advertising and would like to continue."

—BENNETT DRUG STORES,
Billings, Montana.

"We believe that this material will help all dealers as it has us."

—CULLI'S CAMERA STORES,
Corpus Christi, Texas.

"We are of the opinion that we are receiving good results because we have had customers inquiring for Bell and Howell equipment that we do not believe would have come into our store unless they had heard these spots. We believe it is good advertising."

—TULSA CAMERA RECORD COMPANY,
Tulsa, Oklahoma.

"We've had a lot of comments on the Movie Star recordings and do believe it has helped us in additional sales on movie equipment."

—RUDY MOC STUDIO,
Lorain, Ohio.

"They go over good. Very ear catching."

—EPKO FILM SERVICE,
Fargo, North Dakota.

"Favorable comments all around."

—THE CAMERA SHOP,
Geneva, New York.

"We think this a splendid idea and it is working out fine."

—SKINNER'S PHOTO SHOP,
Lewistown, Montana.

"Have had much favorable comment on spots by customers."

—BATES CAMERA SHOP,
Atlanta 5, Georgia.

"Spots are very effective and we hope you will continue with similar spots of as high a calibre."

—MARTIN DRUG COMPANY,
Tucson, Arizona.

"We highly favor this and think it a very clever idea."

—H. W. FISHER PHOTO SUPPLY COMPANY,
St. Paul 1, Minnesota.

D-J AIRER IS TOP-RATE SHOW

A new disc jockey airer in Philadelphia has rapidly established itself as a first-rate show in the area and a good sales vehicle for its seven sponsors. Broadcast over 5,000 watt WPEN in the Quaker City, "The Ed Hurst Show" features tunes that are old and new, six days a week.

Although the show has been on the air only a short time, it already has a good

Hooper. This is probably due to the fact that Deejay Hurst has a gift of gab, and is expert when it comes to popular music. He knows his listeners' tastes, and tries to give them just what they like best. From the amount of laudatory mail he receives each day, the station judges that he is giving his audience just what it wants.

Hurst, before starting this show of his



Ed Hurst, WPEN disc jockey, now conducting his own show in the Quaker City six days a week

own, split deejay chores with Joe Grady on WPEN's "950 Club" which is presented every afternoon. He still retains his part on the afternoon program, while running his own tune show.

On weekdays Hurst's program is aired from 12:15 to 1 P. M. On these five days Ed presents tunes of yesteryear and also current show tunes. Each Saturday the show is aired from 12 noon to 1 P. M., and Ed varies the show by chatting informally with famous personalities of radio stage and screen—the people who make the records.

TUNES ARE PLUGGED

Ed adds another facet to the show's format. He plugs tunes he considers good, and has many times made them hits in the Philadelphia district. Not only are WPEN and the public aware of this, but also record companies and songwriters in New York. A few weeks ago Jack Lawrence, who wrote the words and music of such hits as "Linda," "Symphony of Love," "If I Didn't Care," "Sunrise Serenade" and "Yes, My Darling Daughter," visited Philadelphia to see the disc jockey about plugging two new Lawrence songs. He had been told by show people in New York that Hurst was the man to see in Philadelphia.

Hurst agreed to promote the tunes, since he feels they are good. In regard to plugging any good tunes, he states, "I get a great feeling of satisfaction if I can make a tune a hit."

Giving his listeners credit for knowing a good tune when they hear it, he followed up the Lawrence agreement by asking his fans to write to WPEN, letting him know which of the tunes they felt would be the bigger hit. Songs are titled "The Greatest Mistake of My Life" and "Lingering Down the Lane." Mail returns on the question have been numerous, and at the same time both melodies are climbing the ladder of popularity in the music world.

While the show and the tunes it features are growing in popularity with the audience they reach, sponsors of the program are becoming completely satisfied. Participating sponsors of the show represent varied lines

AIR FAX: "Ed Hurst Show" features tunes old and new, to promote seven sponsors of new show.

First Broadcast: May, 1949

Broadcast Schedule: Monday through Friday, 12:15 to 1 P. M.; Saturday, 12 to 1 P. M.

Sponsors: M. London & Company, St. Joseph Aspirin, Wildroot Cream Oil, Bailey Furniture Company, Colgate-Palmolive-Peet Company, Dolcin, The Philadelphia Modeling School.

Station: WPEN Philadelphia, Pennsylvania

Power: 5,000 watts

Population: 2,898,644

Preceded by: "The Frank Ford Show"

Followed by: "The Tommy Dorsey Show"

of business, but all are gaining results from it since high listenability assures their message a good audience.

Sponsors during the week include M. London and Company, Fifth Street and Girard Avenue, Philadelphia; St. Joseph Aspirin, 121 South Second Street, Memphis, Tennessee; Wildroot Cream Oil, 1740 Bailey Avenue, Buffalo, New York; Colgate-Palmolive-Peet Company, 105 Hudson Avenue, Jersey City, New Jersey; Dolcin, 683 Fifth Avenue, New York City; Bailey Furniture Company, 635 Market Street, Philadelphia. On Saturdays fifteen minutes of the show are sponsored by The Philadelphia Modeling School, The Perry Building, 16th and Chestnut Streets, Philadelphia.

SHOW WELL PLACED

One reason the show reaches so large an audience is that it is placed at a good hour on the broadcast schedule. It runs between two musical programs, at an hour of the day when radios are turned on in most homes. Housewives hear it, as well as teen-agers home for lunch between school hours. The important listening group, however, is the former. Since all the sponsors are advertising products for home use, they reach the audience they are aiming at.

Preceding Ed Hurst's show on the WPEN schedule is "The Frank Ford Show," a program which features classical music and

(Continued on page 32)

PHONO-QUIZ

AIR FAX: Phono-Quiz promotes hardware store by presenting music and awarding prizes

First Broadcast: December 13, 1948

Broadcast Schedule. Monday through Friday, 12:05 to 12:25 P. M.

Station: WCCM Lowell, Massachusetts

Sponsor: Scott Hardware Company

Power: 1,000 watts

Population: 101,390

Preceded by: Noonday News

Followed by: Local Merrimack Valley News

Last year a hardware company in Lowell, Massachusetts found a program on a local station . . . one which did such a good advertising job for the firm that they wouldn't consider changing it.

Sponsor was the Scott Hardware Company, 446-451 Bridge Street, Lowell; show was the Scott Hardware Phono-Quiz, featuring recorded tunes of today and yesterday . . . popular music . . . music everyone likes to sing or whistle. Broadcast Monday through Friday, from 12:05 to 12:25 P. M., the show also offers prizes to listeners.

Tom Frank, program director of WCCM, personally handles production of the show, and also announces it. Between musical numbers he gives the audience clues, and each day a different question is asked. Five minutes before sign-off, Frank invites telephone calls from the listening audience, and the first three calls which supply the correct answer receive two guest admission tickets to the Strand Theatre, one of Lowell's finest movie houses. Additional calls are referred to the store, and small prizes are awarded to winners.

First broadcast of the show was December 13, 1948. The original schedule called

for a trial period in the month of December, but the show got off to such a fine start and took hold so quickly that not one broadcast has been missed since its inception. Phil Rubin, Lowell sales manager of WCCM, sold the show originally and has worked closely with it.

Since the program first went on the air, it has received a veritable barrage of phone calls. Each day three winners are selected and they receive letters which they take in person to the store to pick up their guest admission tickets to the Strand Theatre. Those who are unsuccessful in getting their calls in to the station during the broadcast are asked to phone the store with the answer. If answers are correct, contestants receive a gift from the store . . . a bottle of furniture polish.

Program has brought a considerable number of people to the store, and has made new customers plentiful. Frequently, on the air, a contestant will mention the fact that he has bought a television set or a room of wallpaper. It's an ideal opportunity to informally discuss the merits of the store and the fact that the listener has already been there, looked around, purchased some articles. Listeners are happy

PROMOTES HARDWARE

to talk about the values available.

Recently the program had a call from a woman who was practically bubbling over with enthusiasm about a lawn swing she had purchased at the store for \$39.50. As it happened, she had called with the correct answer the week before, and during the course of her conversation with Tom Frank she asked if the store carried lawn swings. This particular sale was attributed directly to the program.

The sponsor, Phillip Lipinsky, believes that the most effective type of commercial for the show is the spontaneous type of enthusiastic discussion about the store, ad libbed by the announcer. Tom Frank makes periodic visits to the store, which is one of Greater Lowell's largest. He selects various departments and items to talk about and frequently chats informally about them with the various persons who phone in with the answers. There are occasions when specials are referred to, but generally the copy is institutional in nature. It serves to keep the name of Scott Hardware before its public.

Scott Hardware Company was founded in 1901 and has been in business constantly since that time. The present management took over the store on June 26, 1946, and has spent a considerable amount of money and effort in making this store Lowell's finest hardware store. The site was enlarged and modernized, and a new store front entirely changed the former set-up of the old type hardware store into an up-to-date merchandising establishment.

The store used its first radio advertising on December 13, 1948, and has been enthusiastic about results obtained. Lipinsky of Scott Hardware has always be-

lieved that radio advertising is effective only if it is used consistently over a definite period of time. He feels that commercial messages must be pithy and timely. The Scott Hardware Company has such a widely diversified stock that there are always on hand in quantity and variety the items that attract the interest of the buyer.

In addition to its radio advertising, the store uses other media as well. Newspaper ads have been used, and Scott's has also developed a very effective "point of sale" campaign using attractive posters and cards within the store.

As for promotion of the show itself, the hardware store has boosted it through attractively painted signs and displays within the store and at various other locations in Lowell such as the lobbies of theatres, and other public places.

Both the format and the broadcast schedule of the program have combined to aid in its success. The show is preceded by Noonday News, of national and international import. It is followed by Local Merrimack Valley News. The specific time for the show following the 12 noon news was chosen because it is a period in the industrial area when many people are at home having luncheon and are looking for a program featuring good music and a little game to play.

The particular type of show was selected to build store traffic in the new and modernized Scott Hardware Store. Response to the show has been exceptionally good and serves the several purposes of promoting the Scott Store, providing entertainment for old and new customers of the company, and promoting considerable interest in the winners of the contest each day.

Western Program

Top Bread Seller

This is a story of success. That word "success" should probably be set in capital letters, or even in neon tubing, because this is one of the most amazing success stories in the annals of modern business.

This is a story about a radio program that has sold a great amount of bread, and which is one of the "selling-est" programs ever built.

When the Cisco Kid and his pal, Pancho emerged from the fertile mind and pen of

the master story-teller, O. Henry, many years ago, no one would have believed that his flamboyant creations would some day become the best bread salesmen in the nation.

O. Henry pulled the Kid out of the rare air surrounding a fiction writer, and set him down on paper. He dreamed up a swashbuckling rider of the range, a Robin Hood from Arizona who dedicated himself to helping the needy, protecting the weak,

Butter-nut supervisor Charles Hempfling pins the "C. K. Ask Me Today" badge on grocer C. R. Spradling in Covington, Kentucky



and preventing crime and violence. Cisco Kid was no timid soul with the ladies, either, which made him astoundingly different from the usual range-rider, and which certainly perked up the interest of adult audiences.

Pancho? Well, Pancho was along for the ride, you might say. With his thick Mexican accent, with his equally thick midriff and yes, even his occasionally thick thinking, Pancho formed a relief for the cool, clever Cisco Kid. Pancho might have been short on his sidekick's brains and cunning, but he was very long on the virtues. He did not know the meaning of such things as disloyalty, dishonor and unkindness. Pancho was a "good guy," and no one found him anything less than charming.

BORN AS SHORT STORY

With ideas like these, the Cisco Kid was born—as a short story. The story was published, and the public clamored for more. Now, it is at this point where the happy ending is figured in real life. His story was popular, the public wanted more, and he had his acclaim. Actually, this was only the beginning of a saga which is of special interest to bakers all over America.

Let us round out this picture of Western fiction and the Cisco Kid. It will help to explain why the Cisco Kid exists today as a remarkable bread salesman.

There is no secret surrounding the fact that American kids up to their dotage think Western stories are wonderful. The magazine *Time* stated in the February 28, 1949 edition: "Exhibitors are agreed that they have never had a first-class Western that was a box-office failure." It's no secret, either, that the tale of Robin Hood is one of the most stirring and beloved in fiction.

Cisco Kid combines the Western action story with the nobility and charm of a Robin Hood character. Pancho, Cisco's hungry companion, is a wild west version of Friar Tuck, the companion of Robin Hood. When America's favorite kind of story and its favorite kind of hero-pal combination are joined into one radio program, the result seems unbeatable on paper.

In practice—in putting Cisco Kid on the radio—the program has simply caught fire: Cisco Kid is just about the hottest thing in radio today. Of particular interest to readers of this magazine is the fact that his program has sold bread like nothing else ever has.

The Cisco Kid is no stranger. He has been read about in the works of O. Henry, he has appeared in some high-budget Western movies—one of which was the only Western to capture an Academy Award—and, for the past three years, Cisco Kid has been on the radio, on the West Coast. Despite the success the Kid had known before, it was as nothing compared with his rise in radio.

BAKERY SPONSORS

On February 26, 1946, Interstate Bakeries, Incorporated, began sponsorship, of a series of thirty-minute radio shows, based on the Cisco Kid stories, for Webers Bread. It was the Kid's first appearance in radio. He and Pancho were brought to the microphone with taste and with zest. Three times a week, in cities up and down the West Coast, the Cisco Kid and Pancho romped through tales of high adventure, of romance, intrigue, and the curiously direct law of the open range.

It is one of the great truths of radio advertising that it takes time to build a listening audience. When a new show is placed on the air, there is the usual listener-resistance to something new; he prefers to listen to what he is accustomed to hearing at a particular time. And, by the same token, an audience once built is not easily lost. Listening habits are what the name implies: habits. However, the engaging, romantic Cisco Kid upset the traditions of radio in the same grand manner he upsets the fictional forces of evil. Within a very short time, Cisco Kid was climbing very rapidly up the ladder of popularity, and presumably even stealing audiences from other shows.

GAINS AUDIENCE

Incredible as this may seem, the Cisco

Kid, within a matter of a few months, had gained a larger audience than either the Lone Ranger or Red Ryder! The Lone Ranger, for example, has been a radio standard in the field of Western radio drama. It had been on the air *ten years* when the Cisco Kid stepped before a microphone. Yet, when the Hooper Reports came out covering the period of May through September, 1946, the Cisco Kid was already on top! He had nearly half again as many listeners as either the Lone Ranger or Red Ryder! The Hooper Reports, which are one relatively accurate way to survey listener audiences, and which are the ones most commonly used, showed conclusively that the Cisco Kid was moving up faster than it seemed possible for any show to move, no matter how good it was!

HOOPER-RATINGS

The May-September, 1946 Hooper showed, for example, that the Cisco Kid's rating was 7.1 as compared with 4.7 for the Lone Ranger, and 4.5 for Red Ryder.

In the May-September, 1948 Hoopers, it was evident that after nearly three years on the air, Cisco Kid was stronger than ever. Cisco Kid gets the audience! In Portland, Oregon, for example, Cisco Kid is the highest rated show over KPOJ on Friday nights. In San Diego, Cisco Kid showed a Monday night rating of 8.3, as compared with the Lone Ranger's 4.8 and Red Ryder's 3.5. In Los Angeles (this is till the May-September, 1948 Hooper) the weekly average of the three-times-a-week show is 6.4, while the Lone Ranger's is 6.1 and Red Ryder's, 5.9. On Monday nights in Oakland, California, Cisco Kid gets a 7.8 rating, compared with a Tuesday night rating of 4.8 for Red Ryder. In San Francisco, the weekly average for Cisco Kid is 6.5, while Red Ryder's is 6.3, and the Lone Ranger's, 6.1.

The latest Hooper report is further proof that there is no stopping the Cisco Kid! The average Pacific Hooper, for January of 1949, shows that the Cisco Kid has a rating of 8.6! That figure, 8.6 is an average of all the cities where the program is carried—further proof that the Cisco Kid

continues to climb in popularity.

The story of Cisco Kid's success is especially amazing to those who specialize in analysis of Hooper Reports. The Cisco Kid rose extremely fast, and then stayed on top. In just three years, on the West Coast, Cisco Kid has become king of the Western radio dramas.

UNIVERSAL APPEAL

Of great importance to the advertiser is the fact that Cisco Kid has a universal appeal. There are thrills aplenty for every member of the family. There is simplicity and action for the youngsters, escape and reason for men, and romance and intrigue for women. The seemingly insignificant fact that Cisco Kid has a roving eye is responsible for much of his success. Romantic interest is written into the script with such skill that even the youngsters enjoy it.

The taste and skill with which Cisco Kid is written is of great importance. Basically, the Kid is an active proponent of law and order. His methods are always honorable. He deals with men in an honest fashion. The sordidness of crime is always emphasized and crime itself is never glamorized. Each show is a complete story in itself, which reduces the tensions inherent in the usual "cliff-hanger," and each show attempts to end on a humorous note, in order to drive out any lingering nervousness on the part of youthful devotees. In short, the Cisco Kid is not only good entertainment, for young and old, but it is custom-tailored to be the *right kind* of entertainment. Parent-Teacher Associations, in the West, have endorsed the program for their children and students—which is an important and meaningful stamp of approval.

SIX-YEAR RENEWAL

The success of Cisco Kid in every department was, naturally, pleasant for the sponsors, Interstate Bakeries, Incorporated. In fact, in one of the most unusual reassurances ever shown in the radio business, after three years on the air, Interstate Bakeries renewed the Cisco Kid series for six more years!

That is a long contract. It exhibits a confidence in a radio program that is seldom surpassed. But the confidence shown by Interstate Bakers is inspired by more than the mere drawing power of the program. The real reason is that *Cisco Kid sells bread!*

The best summation of this is given by the president of Interstate Bakeries, Ray Nafziger. He stated:

"The success of 'Cisco Kid' in our West Coast territory is so outstanding that it needs no further proof. We have found in the past two years that the program, against the toughest kind of competition, has averaged an 8.0 Hooper rating, and that is higher than any show we know of that is primarily designed for children and incorporates a tremendous adult audience.

"Cisco" has certainly sold a lot of bread for us and we are looking forward to continued increase of sales through this outstanding advertising medium.



"We have added all of our Butter-nut territory to the 'Cisco Kid' list since our use of the program on the West Coast during the past three years has shown 'Cisco Kid' to be a real bread salesman.

"Enclosed please find our renewal contract for six additional years of the 'Cisco Kid' radio programs for the entire territory served by Interstate Bakeries Corporation."

EXPANDS BACKING

Interstate Bakeries is expanding its sponsorship into all its territories. It goes without saying that bread sales in the newly-sponsored areas will increase for Interstate. A statement such as that can

be made safely after the remarkable sales records set on the West Coast—as a direct result of sponsoring the Cisco Kid.

The Cisco Kid has, in three years, become big business. Its past success made it imperative that the program be made available across the country. The Frederic W. Ziv Company, the largest producer of transcribed radio programs in the world, producers of The Cisco Kid, is making the program available coast to coast.

The technical excellence of the Ziv transcriptions is of the highest order, a fact attested to by Interstate's expansion of "Cisco Kid" to all their markets, not only on the West Coast but in the Midwest as well. The transcriptions allow commercial time for the local announcer to tie in the sponsor's individual messages more closely with local conditions.

Schultze's Butter-nut Bread recently began sponsorship of the program in eleven midwestern cities: Des Moines and Shenandoah, Iowa; Grand Rapids and Muskegon, Michigan; Omaha, Nebraska; Chicago, Peoria, Springfield and Centralia, Illinois; and in Cincinnati, Ohio.

In the two-week period before the Cisco Kid went on the air, in each of the cities, a most intensive and successful promotional campaign was carried out. The methods employed to attract the public's attention to Cisco Kid serve as a model of this type of promotion.

KEY WORDS

The key words of the early days of the pre-broadcast campaign were "C.K. Watch for the day." The city in which the campaign was starting broke out in a veritable rash of these words. They appeared on truck cards, in store windows, in wrappers, on postcards, in radio spot announcements, and in badges worn by company and grocery employees. As the public's interest rose, the catchwords were expanded, the hints made broader. In the radio spot announcements, the voices of the Cisco Kid and Pancho were actually heard, discussing C.K.

Approximately a week before the program went on the air, grocery store per-

sonnel and company salesmen wore big badges which said, "C.K. Ask me today." When these persons were queried as to what C.K. meant, by a now-curious public, they explained that Cisco Kid was going on the air, giving the station and the time.

A few days before the program went on, the Schultze salesmen all wore authentic Mexican sombreros while going about their work. A paper hatband contained the phrase, "C.K. Ask me today." Naturally, much attention was attracted their way. It is well to note at this point that there was a great deal of enthusiasm for these novel promotional measures. Company salesmen and store managers were enthusiastic about the plans, and fell in with them whole-heartedly.

Grocers wore large badges containing the words, "C.K. Ask me today." To the youngsters visiting the stores were given smaller replicas of these same badges, along with instructions to tell their friends about the Cisco Kid. Other badges given to the children said, "I'm a Cisco Kid fan." The youngsters were also given cartoon face-masks representing the handsome Cisco Kid and his pudgy pal, Pancho. The masks were in color, and were easily made ready for wear. Neckerchiefs symbolic of the Cisco Kid territory were worn by grocery store employees, who gave away comic book adventures of the Cisco Kid.

LOAVES DECORATED

Loaves of bread were placed in bins which announced the time and station of the Cisco Kid's appearance. The individual loaves were festooned with a wrapper which announced Cisco Kid's coming.

Nothing was left undone to announce the coming of Cisco Kid. Advertisements were run in the newspapers, which contained the "C.K. Watch for the day" theme, and which blended into the final announcement that C.K. stood for Cisco Kid.

When the program was launched, the promotional activities did not stop. Young listeners were invited to join a club sponsored by Cisco Kid. Membership in the club entitled one to a badge, a certificate, a booklet on Western defense methods and

a decoding device. Coded messages were sent out over the program, to be deciphered by young members. There is great appeal—in that it involves a sense of "belonging"—in this sort of cryptographic stunt.

HOLLYWOOD PROMOTION

Promotion of the radio program is aided—and will be aided for years to come—by Hollywood. Six Cisco Kid movies will have been produced by the end of this year. Word from Hollywood is that contracts have been signed to guarantee the production of six Cisco Kid movies a year for the next six years. This constant reminder of the radio program at the local movie houses is excellent promotion in itself; the pictures offer amazing opportunities for tie-ins with program sponsors. One hand can wash the other in this case, so there should be cooperation of the first order from exhibitors. This is the sort of arrangement publicity men can usually only dream about.

As mentioned previously here, one of the Cisco Kid movies won an Academy Award, which was the first such honor accorded a Western movie. This is indicative of the type of production which goes into the Cisco Kid movies. They are not the usual Westerns. They are high-budget pictures with competent, ample casts, and with well written stories.

Wherever the Cisco Kid appears, on the printed page, on the screen, in comic strips, or on the radio, he is enormously popular. He presents a neat fascinating package of danger, excitement, romance—all the elements of the Old West. Truly, he is a perfect means of interesting everyone in the family.

On the radio, on the Ziv-produced transcribed shows, the Cisco Kid is beginning a rapid march across the nation. The promotional stage is now set—and the settings are there for every new sponsor to use—for the arrival in your community of the Cisco Kid. The Cisco Kid and Pancho are not only wonderful fellows to listen to, but they can prove, beyond a doubt, that they are two of the hottest salesmen in radio today.



Program Directed at Children

Audiences of pre-school children, sometimes neglected by radio, are getting their turn with a new program being aired by WJPS Evansville, Indiana, called "Let's Grow Up."

Aimed at youngsters three years old and up, the show is aired Monday through Friday at 4:30 P. M. On each show, mothers of the children conduct a program of stories, poems and original songs.

A single theme is treated each time, so that the boys and girls can get to know the every-day things in life, such as animals or the neighborhood milkman or policeman, personal and social etiquette, moral teachings and principles.

Children are encouraged to participate in the program by being asked to send in original stories which are aired. They are also requested to join in songs along with the "Song Lady" on each broadcast.

'Aviation World' New Air Series

In Washington, D. C., WOL recently premiered the first in a weekly Saturday night series titled "Aviation World."

Piloted by Captain Robert C. "Ace" Robson, nationally famous American Airlines flier, "Aviation World" is a digest of all types of news of interest to flying enthusiasts. Robson features tape-recorded interviews, during each session, with air-minded radio, stage and screen stars, famous business and professional figures and statesmen. Many of his taped interviews are obtained while in mid-air on his scheduled American Airlines flights.

"Couple's Courtroom" Debuts on WCOP

"Couple's Courtroom," new WCOP show and Boston's only nighttime audience participation program, made its debut June 22 over WCOP, 9 to 9:30 P. M. Judge Nelson Bragg, Prosecuting Attorney Ken Mayer, and Attorney for the Defense, Frank MacDonald are featured on the new comedy court show, when each week they will "try" the couple who submitted the best letter concerning such marital difficulties as "nagging wives" and "back seat drivers."

The new WCOP funfest provides Hub radio listeners with the city's only studio audience evening show.

KDKA Presents Exchange Show

Exchange programs during which American and English teenagers compare notes is the feature of "Youth Looks at the News," a new show over KDKA Pittsburgh.

The special programs, which will be recorded at BBC, London, will be presented the third Saturday of each month at 9:15 A. M.

"Youth Looks at the News" is a regular Saturday morning program in which KDKA's news editor, Jack Swift, presents a college and a high school student in a discussion of the week's happenings.

BBC's participation will have Brent Wood as moderator.

Night Club Is Scene of Broadcast

A Pittsburgh night spot, The Carousel, will be the scene of the broadcasts of the new KDKA program, "The Spotlight Show."

A "Cafe Society" variety type program, the show will be heard at midnight Monday through Saturday. Emceed by KDKA's producer-actor, Ed King, the show spotlights Jackie Heller, club owner, as featured star.

Top headliners playing at the club will be presented on the show and interviews with visiting celebrities will be broadcast

New Time for Singer

Baritone Bob Houston, whose fifteen-minute WMGM New York broadcasts have been aired at 6:30 P. M., is being heard at a new time in an expanded version of his current show.

Houston will be starred in a half-hour program from 9:30 to 10 P. M. Monday through Saturday over the New York station. Joel Herron and the WMGM orchestra will provide the backing and a different guest vocalist or instrumentalist will be featured each day.

When the Houston program is cancelled because of a night baseball game, it will be automatically shifted to the 4:45 to 5 P. M. period.

New Medical Series

The Continental Pharmaceutical Corporation has signed a 52-week contract to sponsor a new program series, "Inside The Doctor's Office," which debuted on WNBC, Monday, June 13, at 9:45 to 10 A. M. It is heard Monday through Friday.

The series, each episode of which dramatizes a medical case history, is used to sponsor Kyron. The order was placed through Arthur Meyerhoff and Company.

New WSTC Show

A new weekly musical program has been inaugurated over WSTC Stamford, Connecticut on Monday at 4:15 P. M.

Ronald M. Heinbaugh of Darien, known professionally as Ronnie Paige, sings popular request numbers. He is accompanied by Rollin Smith, WSTC staff announcer.

WSFA Spotlights Two Shows

In Montgomery, Alabama, WSFA is spotlighting two new programs on its current broadcast schedule.

"Meet the Bus" features John Allen Wolf in interviews with travellers stopping at the local bus terminal.

"Sports Forum" presents a group of local sportsmen as the board of experts with Charley Zeanah as quiz master.

Variety Show Stars Eddie Hill

A contract has been signed by WMPS Memphis with the Omega Flour Company for a new show featuring Eddie Hill and his hillbilly caravan.

The new variety show will be aired five times weekly from 1 to 1:15 P. M. to WMPS' mid-south listeners. The program will be open to the public and will originate from WMPS' theatre type Auditorium Studio.

The WMPS-Omega contract was signed by the Gardner Agency of St. Louis, Missouri, for the Cole Milling Company of Chester, Illinois.

Emcee Organist Featured on WOL

Art Brown, widely-known Washington personality, has been signed for a new series of weekly radio shows originating from station WOL, Washington.

Titled "Take A Break," the show is heard Saturdays at 10:45 A.M. spotlighting Brown in the double role of organist and emcee. Also featured on the show will be John White, 25-year-old singer from Baltimore.

Disc Show Aired

Marty Hogan, Chicago disc jockey, is airing his WGN Chicago program five nights each week from 11:15-11:30 P. M., specializing in popular ballads of the day and featuring his own brand of ad lib humor.

From time to time, Hogan plans to nab radio, screen and recording celebrities for guest interviews built around the stars' own theatrical achievements and talents.

Platter Show Has Half-Hour Airing

The Colgate Company of Los Angeles, manufacturers of "Trim-z" are now sponsoring a half-hour show on KMPC, Los Angeles.

A recorded musical program, the show is titled "Swing and Sing." Airtime schedule is for 3:30 to 4 P.M., Monday through Friday.



JOHNNY ON THE SPOT

Spot Sponsors on KROW

New sponsors of spots on KROW Oakland, California, include Pacific Can Company with a schedule to promote "beer in cans." Agency is Biow Company of San Francisco.

Curtis Circulation Company has contracted for a spot schedule five days a week, promoting *Ladies Home Journal* and *Saturday Evening Post*. Batten, Barton, Durstine & Osborn handled the account.

Langendorf Baking Company is sponsoring a heavy schedule of spots, using 10 locations a day, six days a week for four weeks. Agency is the Biow Company.

WMAQ Signs Spots

Recent spot business on WMAQ Chicago included a 13-week order from Iowa Soap Company for a one-minute announcement and five station breaks weekly, placed through Robert Kahn and Associates.

For Lifebuoy Soap, Lever Brothers Company ordered six one-minute announcements per week for six weeks. Order was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

Insurance Campaign to Start

Late July has been set as the beginning period for a 13-week test spot campaign for Prudential Insurance Company of America, Western home office, Los Angeles. Campaign is to run on KOY and KTAR Phoenix, and one minute spots and chain-breaks will be used. Botsford, Constantine & Gardner is the agency.

WINS Spot Campaigns

Two new spot campaigns on WINS have been sold to Republic Firms and Consolidated Edison. Republic signed for a series of 30-second spots promoting "The Red Menace." Account was handled by Donahue and Coe.

An eight-week series of 20-second spots was taken by Consolidated Edison, to promote dancing in Central Park. Batten, Barton, Durstine & Osborn placed the order.

Arnold Bakers Take Spots

Arnold Bakers Company recently signed a 13-week contract with WNBC New York for spots to sponsor Arnold's Bread. Schedule, placed through Benton & Bowles, called for 3 P. M. break Monday, Wednesday and Friday for two weeks in June, and the 5 P. M. break Monday, Wednesday and Friday from July 1 through September 9.

Spots for Brentwood Mart

Thirteen-week series of participations on three Los Angeles stations has been signed for by Brentwood Country Mart, Brentwood, California. Three weekly run on KNX "Sunrise Salute;" two weekly on KECA "Art Baker's Notebook," and KFI "Ladies Day." Agency was Irwin-McHugh Advertising, Inc., Beverly Hills, California.

Saving Company Spots

Coast Federal Savings and Loan Association is sponsoring a two-weeks' campaign of eighty spot announcements on KNX Los Angeles. Lee Ringer Advertising, Los Angeles, placed the order.

Summer Campaign Reported

Spot campaigns by Cribben & Sexton, Chicago, for Universal Gas Range are being conducted over stations WCFL and WIND Chicago during the summer months. Agency is Christiansen Advertising, Chicago.



SHOWMANSCOOPS

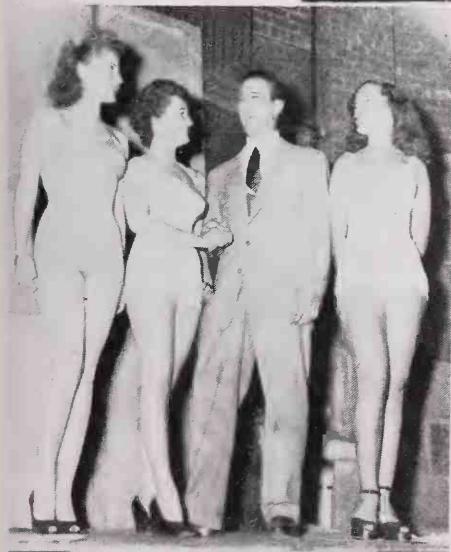
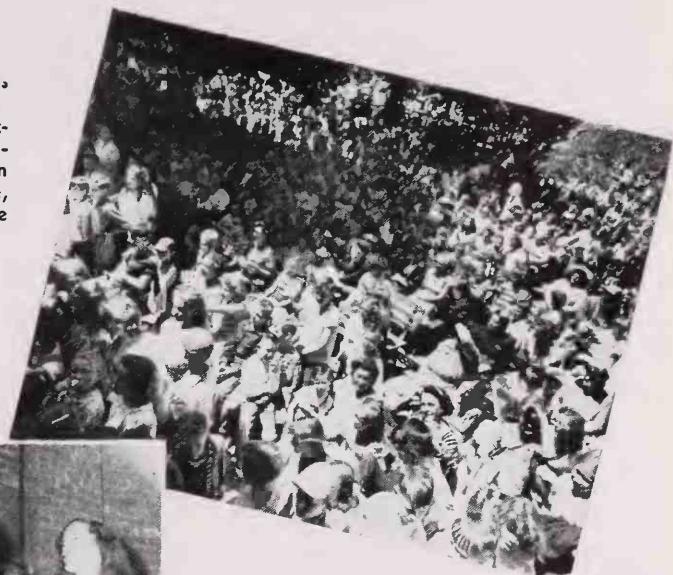
If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.

Peggy Hall, emcee of WLAW Lawrence, Massachusetts, show "Music of the Stars," turns the charm on guest Jerry Colonna. Jerry doesn't know whether he's giving Peggy his autograph, taking her telephone number, or sketching her likeness!

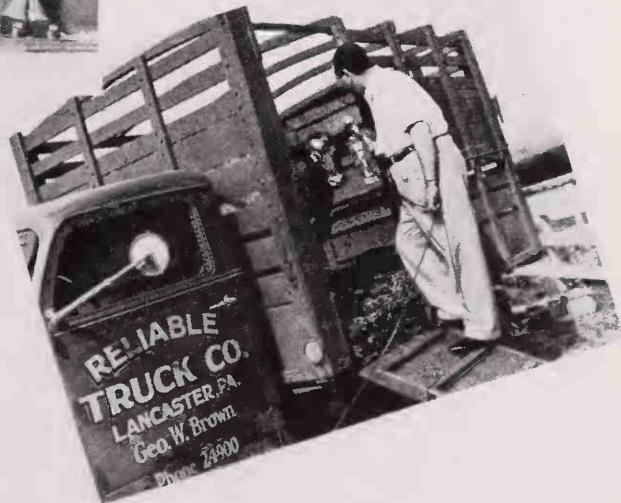


New England got the real "low down" on its important textile industry recently when Jack Barry, executive manager of the Lawrence, Massachusetts, Chamber of Commerce, interviewed E. Frank Bennett on WLAW. Bennett is distinguished editor of the American Wool and Cotton Reporter

A hand full of the 12,000 kids who turned out for "Uncle Bob's Day," June 14, when KEX Portland, Oregon threw the first Kiddies Day of the season at Jantzen Beach Park . . . pictured here, atching broadcasting procedure during two-hour show



Well, what do you know! breathes Barry Kaye, disc jockey of the "Barry Kaye Show" on WPAT Paterson, New Jersey. He is congratulating winners of a local competition to select a candidate for the "Miss America" title. Kaye emceed the event



A gigantic contest is being staged this summer on the WFIL Philadelphia "Farmer Jones" program, with top award this prize yearling steer. The steer was obtained by Roger W. Clipp, WFIL general manager, when it was auctioned by Ted Mack when the Original Amateur Hour was broadcast from Kansas City recently



SHOWMANSHIP IN ACTION

Newman Broadcasts While "Baby Sitting"

Hundreds of neighborhood Philadelphians were treated to a "baby sitting" radio program recently by WPEN's unpredictable Eddie Newman. This program is believed to be the first of its kind.

"The Eddie Newman Show" lived up to its reputation of being different to the delight of the residents, but the discomfiture of traffic cops who were assigned the task of unsnarling streets blocked with automobiles. The automobiles converged upon the scene of the remote due to Newman's request on the air at the time of the broadcast.

Program was aired from the front lawn of the Philadelphia resident who wrote the best letter on why Eddie Newman should "baby sit" for them, and the audience was treated to sandwiches and soft drinks.

Under the glare of movie kleig lights, Newman was as zany as ever, keeping the crowd augmented from 11:05 P. M. until 2 A. M.

Israel News Featured

A new twist in foreign news coverage is featured in "The Voice of Israel," program heard over WDAS Philadelphia nightly at 9 P. M.

Starring foreign news, the show specializes in current events emanating from Israel. Unusual angle features service which permits WDAS to air spot news from Israel during the day in English and to summarize the day's events in Yiddish every evening at the 9 P. M. time.

KITO Covers De Anza Days

Fifth annual "De Anza Days" in Riverside, California, sponsored by Junior Chamber of Commerce, to commemorate historic overland trip in 1774 by Captain Juan Bautista De Anza, found KITO providing top publicity coverage. Number one feature of showmanship was the origination of "Breakfast in Hollywood" from patio of Mission Inn on Friday, June 17.

"California Caravan," ABC-Pacific net Sunday afternoon feature on June 5th, dramatized the historic colonization trip made by De Anza from Sonora, Mexico to Southern California. First white child was born in California on this trip. KITO also arranged for plugs for De Anza Days on various ABC features: "Bride and Groom," "Surprise Package," "Zeke Manners," "Welcome Travelers" and Breakfast Club . . . plus . . . originating six broadcasts from fiesta on Thursday, June 16, and description of De Anza Days parade on Saturday, June 18th.

Fred Reinhardt, Riverside manager of KITO, was assisted in arranging this overall radio coverage by Jim Hayden and Arnold Benum, KITO program director.

Questions on Schools

Answered by Panel

In Milwaukee, interested listeners are getting the answers to any questions they might have about public school operations in that city. Explanations concerning school practices are being given via the new public service feature, "Know Your Schools," aired over WTMJ Milwaukee.

The Milwaukee Journal station in cooperation with the Milwaukee Public Schools is presenting a group of panelists every Monday evening at 9:30 P. M. with Dr. William Lamers, assistant supervisor of schools as discussion moderator.

For a half-hour each week panel members answer listeners' queries. Panel includes supervisors, principals, teachers who are changed each week.

WCOP Star Aids Hospital Drive

Eight-year-old Betsy King, WCOP Boston, disc jockey who handles her own hour-long show every Sunday at 9 A. M., recently presented \$84.64 and a large scrapbook containing hundreds of fan letters to a young Children's Hospital patient.

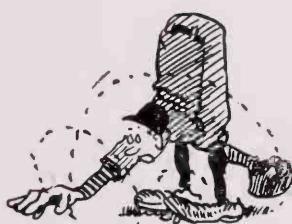
Presentation was made on behalf of the \$11,500,000 Children's Medical Center building fund drive which young Betsy has been plugging on her show.

The money, in pennies, nickels and dimes poured in from her hundreds of young listeners, along with letters telling why the youngsters were contributing to the fund. All mail was put into the scrapbook for youngsters in the hospital to read.



WMGM Schedules Sportscasts

Pre-game "Warm-up Time" and post-game "Sports Extra" have been scheduled over WMGM, New York, for each of the Brooklyn Dodger baseball games to be carried during the 1949 season. Marty Glickman, Bert Lee and Ward Wilson line up at the mike.



Washington Notes Better Business

WTOP Washington is gathering and distributing statistics to prove that Washington's business is above that of the rest of the nation. Business letters to the trade titled "Business Is Always Better in Washington!" are being distributed. Proof of the city's increased department store sales and its increased telephone book size was noted in the first two letters.

WFIL Host to Thousands

at Amusement Park

WFIL Philadelphia enlisted the cooperation of civic, business, and political groups, as well as youth centers and labor organizations, in distributing tickets for the third annual WFIL Day at Woodside Park, Philadelphia recently.

Approximately 100,000 strips of tickets, entitling the holders to free and half-price rides on the various amusements, were delivered. Milkmen employed by various dairies in the Philadelphia area served the tickets door-to-door in some instances.

Besides mailing thousands of tickets to listeners, WFIL used its own broadcasting facilities to call attention to the big outdoor party by means of spot announcements. As further attractions, the station offered door prizes and presented afternoon and evening shows featuring WFIL entertainers.

Among the radio personalities who appeared were: Farmer Jones, LeRoy Miller, Tom Moorehead, Mary Jones, the Sleepy Hollow Gang, the Magic Lady, the Choraleens, and the Songmasters. A special fireworks display after the evening show ended the day's activities.



High School Group Runs KRNT One Day

KRNT Des Moines recently turned the station over to high school students to run for a day.

In cooperation with annual High School Student Day, KRNT asked school officials to assign thirteen students to take over as assistant air personalities and executives.

All thirteen appeared on the various local shows, including newscasts, audience participation program, talent show, disc jockey shows and staff announcing. Some of them held down jobs as sales manager, program director, continuity director, promotion manager, musical director, chief engineer.



PROOF O' THE PUDDING

KSFO'S "Story Telling Time" Receives Citation

"Aunt Lolly's Story Telling Time," aired over KSFO San Francisco, Saturday at 10 A. M., was recently cited by the Radio Listeners' Committee of the American Association of University Women.

In citing the program, the Committee stated: "We wish to express our appreciation of your new children's program on KSFO . . . the stories are excellent . . . and the fact that the program originates locally is also commendable."

Designed especially for the youngsters, "Story Telling Time" is an audience participation show, and the listening kiddies are invited to form the KSFO studio audience. Aunt Lolly tells her fascinating stories, in addition to giving prizes to her "Prince" and "Princess" of the week. Door prizes are also given to children in the audience.

"Aunt Lolly's Story Telling Time" is brought to KSFO listeners by the E. A. Wright Company.

Laundry Association Renews

The Chicago Laundry Owners Association, including more than 100 leading laundries in the city and suburbs, has signed for a renewal of their WBBM radio show, "Laundry Pick-Up Time."

In an unusual move to solicit interest of member laundries and to gain support for the renewal of the popular show, agency and show personnel teamed up to make a sales pitch to non-active laundries. Helping make the campaign for more

member support were Val Sherman, the show's "Patrick O'Riley" character, L. W. Scott, and Bob Zelens of the staff of John W. Shaw, the agency on the show.

Show features give-aways of five bundles of free laundry and cash each day, in response to letters from local housewives who contribute clever or interesting items, to get their free laundry and tops this with a special prize each Sunday.

Association advertising affairs are again under the guidance of Nathan Levitetz, chairman of the advertising committee. Show runs six times a week, Monday through Friday, at 8:30 A. M. and on Sunday at 12 noon.

Two WFIL Shows Get Awards

Two WFIL Philadelphia radio programs designed for in-school listening won honorable mention citations at the 13th American Exhibition of Educational Radio Programs held recently by the Institute for Education by Radio at Ohio State University.

Both programs, "Radioland Express" and "Music in the Air" are included in the station's Studio Schoolhouse series. The first, which is directed toward pupils in primary grades, was cited for placing major emphasis upon classroom utilization as well as providing enjoyable listening experience.

"Music in the Air" was selected for its simplicity, directness, and quality of performance in presenting music to children of the intermediate grades.

Du Pont Award Won by KLZ, Denver

Station KLZ, Denver has won the Alfred I. duPont award for public service which carries with it a \$1,000 cash prize.

The award was made for "outstanding meritorious public service in encouraging, fostering, promoting and developing American ideals for freedom and for loyal and devoted service to the nation and to the community it serves." Hugh B. Terry, manager of KLZ, accepted the award in behalf of the station.

WEEI, Boston Wins Top Honors

Station WEEI, Boston, won top honors in the City College of New York awards for outstanding achievement in radio and television in 1948.

In making the award in the form of a plaque, Dr. John Gray Peatman, chairman of the Committee on National Radio Awards and Associate Dean of the College of Liberal Arts and Sciences, declared that "The promotion of WEEI was brought together . . . in a single, simple but well-planned brochure."



Celebrates Twenty Years of Farm Radio

Charley Stookey, Farm Editor for KXOK St. Louis, has just celebrated twenty years in farm radio.

He started back in 1929 on WLS Chicago on the Dinnerbell Program. In 1932 he made his first broadcast from KMOX St. Louis with astounding results. The first pile of letters that afternoon brought 130 pieces of fan mail from St. Louis listeners. Mail poured in during the following weeks from Canada, Mexico, New Zealand and Australia as well as from all parts of the United States.

Stookey spent four years with KMOX, moved on to KWK St. Louis, then back to KMOX for five years to conduct the CBS Country Journal on a coast-to-coast network.

Since 1944, he has been at KXOK with his "Town and Country" program. The show goes on the air every day, Monday through Saturday at 6 A. M. Music by "Schuster's Roosters," newscasts, news of rural neighbors, market reports and interviews are featured.

Increased Music Time

"Our Musical Heritage," which made its debut over WQXR New York last February has gotten such excellent audience response that it will now be broadcast two additional hours each week.

New series will include the original two hour period on Sunday evening from 8:05 to 10 P. M. and addition of the Symphony Hall times on Wednesday and Saturday evenings from 8:05 to 9.

Presented under the sponsorship of *The New York Times*, the three programs will be incorporated under the title "Symphony Hall—Our Musical Heritage" and will offer instrumental, chamber, solo and operatic, as well as symphonic works.

Originally, introduction of "Our Musical Heritage" series was to bring to listeners those masterpieces rarely performed on the air because of their length or because of their timeliness only at certain times of the year, yet were rich in musical background.

Enthusiastic reception of this series by the audience prompted *The New York Times* to sponsor the Sunday night program and to add the two week-night broadcasts.

Vets Present Award to WTMJ

A series of public service programs presented by WTMJ Milwaukee, in co-operation with the Wisconsin Association for the Prevention of Alcoholism has been given special recognition by the national headquarters of the American Veterans of World War II.

"They Can Come Back" was the program cited. The award was made "for outstanding service to the welfare of our nation."

KNX Renewal

The Colgate-Palmolive Peet Company for Fab, have renewed their spot announcement series on KNX Los Angeles for 52 weeks. The order, for nine announcements weekly, was placed through William Esty Company, Inc., New York.



CONTESTS

Occupation Slant Used In WGN Show

"Meet Your Match" a quiz program which challenges contestants, audience and quizmaster is bowing over WGN Chicago, with \$1,500 in merchandise prizes to go to the lucky contestants each week. Grand prize winner will have a chance to win an additional \$5,000 in merchandise if the "super brain twister" question is answered.

Ten contestants, chosen from the studio in a pre-broadcast warm-up, are to represent ten different occupations and will be identified over the airwaves only as "salesman," "housewife," or "secretary." In each round of questions, the loser retires to the sidelines and winner receives a prize and challenges a new opponent until, in the final round, all opposition is eliminated.

Winner then meets one more challenger, a masked personality identified only as "The Brain," who will give a clue to the "super brain twister" question, the answer to which brings the \$5,000 merchandise jackpot prize.

Contest for Tunesters

Current feature on the Lou Steele Club 93 disc jockey show aired every Saturday afternoon direct from Palisades Amusement Park over WPAT Paterson, New Jersey is a contest for amateur song writers throughout the state of New Jersey.

After four of the most promising tunes submitted are chosen, they will be recorded and played on Steele's program. Listeners will then get a chance to vote for the song they think rates top billing. The prize-winning song will be published with the talented composer getting \$100 advance plus royalties.

"You Can't Lose" Quiz

Offers Prize

A new five-times-weekly afternoon quiz show, "You Can't Lose," aired over WGN Chicago from 3:15 to 3:30 P. M., features Holland Engle as the central personality in a program format designed to include each contestant telephoned in the prize offerings.

In addition to the \$500 cash jackpot prize which opened the contest, additional amounts will be added weekly, with merchandise prize awards going as consolation for incorrect answers to the running quiz question.

Consolation prizes will vary in value and include jewelry, a month's supply of shampoo, candy, cigars and household articles.

Current Events Quiz on WNJR

Current events is the basis of the debuting quiz show titled "Luncheon at the Sheraton," aired over WNJR Newark, New Jersey.

Scheduled for noon broadcasting, the program is a regular Saturday feature broadcast directly from the main ballroom of the Hotel Sheraton in downtown Newark.

Quiz portion of the noontime offering consists of questions based on front page stories in newspapers published the day before the broadcast. Contestants are chosen from the audience and asked to answer three questions, each query progressively harder.

Safety Stressed on WKXL Discussion

Every Friday evening at 9:30, WKXL Concord, New Hampshire, is broadcasting "It Pays to Play Safe," a program featuring a three-man panel from the Concord Police Department, Safety Council and State Motor Vehicle Department.

The panel discusses courtesies of motorists on Concord streets noted by local policemen during the preceding week. Courtesy prizes are awarded to motorists chosen by the judges. The sponsor, a local insurance company, makes the awards.

Forum Puts Spotlight on Sports Experts

"Sports Forum" is a new half-hour quiz show heard at 6:30 P. M. each Tuesday over WSFA Montgomery, Alabama.

Sponsored by the Grimes Motor Company of that city, the program turns the spotlight on a local sports panel of three regulars . . . a prominent attorney, well-versed in sports . . . a former Southern sports writer, now a radio executive . . . and the operator of Willies Place (a popular headquarters for sports in Montgomery). Each week there is a special guest, some prominent person or sports celebrity who is visiting the city.

Charley Zeanah, sports announcer, emcees the show. Object is to stump the experts each Tuesday with questions sent in by listeners. All queries must pertain to sports and sports only. Should the experts miss the question, the questioner is awarded a cash prize of five dollars. If they do answer the question, a pair of tickets to the best movie in the city is given.

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WLAW Launches Mystery Song Contest

Starring Paul Murphy, nationally known magazine feature writer, as master of ceremonies, assisted by Peggy Hall, WLAW Lawrence, Massachusetts launched a new Mystery Song Contest on Monday, May 16, in which prizes valued at \$400 are awarded each week to a contestant.

Title of the show is "Music of the Stars." It features interviews with top stars of the stage, screen and radio who visit Boston, and transcribed music. Among first headliners aired are Burl Ives, Sophie Tucker, Arthur Treacher and Frankie Carle.

Program is heard every Monday evening from 9 to 9:30. During each broadcast a few bars of a well known song are played, and listeners are asked to identify the tune and mail in their answers.

WOL-Daily News Sponsor 1949 Spelling Bee

A two-week joint promotion which covered almost all possible phases of operation in the public interest accomplished for WOL Washington and the *Washington Daily News* a successful city-wide jointly-promoted Spelling Bee.

Sponsored nationally by Scripps-Howard newspapers and radio stations, the 1949 contest in the nation's capital registered a record total of 82 contestants representing as many junior high and high schools in Washington and adjoining Virginia and Maryland counties. A capacity crowd filled the Commerce Department auditorium for the Bee, which was aired this year for the first time, by WOL.

WOL program director Steve McCormick acted as master of ceremonies and official pronouncer for the fourth consecutive year.

WOL and *The News* scheduled a concerted two-week campaign publicizing the Bee prior to the event itself. On its daytime personality shows WOL set interviews with all 82 participants during that period. *Daily News* photographers covered each interview session with daily pictures of the youngsters in action before WOL mikes.

Richard Hollander, *Daily News* managing editor, made a WOL air appearance to outline the Bee's background; the station also featured special interviews with Washington, Virginia and Maryland Board of Education officials cooperating to send entrants from their schools.

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Bonus for Listening

Listeners to WPDQ Jacksonville, Florida, have been getting a special bonus for their listening time lately. The entire audience has been asked to join in a \$2,500 vacation contest.

Only requirements are that entrants stay tuned to the station and complete in fifty words or less, "One of my favorite WPDQ programs is because " Winners were announced on July 11.

WNEW Plugs Use of Portable Radios

WNEW New York, has launched a novel project to promote the use and sale of portable radios, as part of its campaign to stimulate out-of-home listening.

To this end, WNEW has created a series of special spot announcements built around the portable theme, and is scheduling these spots at strategic points in its program schedule.

"At the seashore . . . in the park . . . at the picnic grounds . . . wherever you spend your summer weekends . . . be sure to carry your portable radio along!" runs a typical spot. "For the best in summer listening it's WNEW, 1130 on your portable, too."

Another announcement starts: "Planning a picnic this weekend? . . . Don't forget to take your portable radio along . . . If you don't own a portable, you ought to have one . . ."

And another: "This summer, wherever you go, whatever you do, take WNEW with you! It's easy! With a portable radio, all WNEW's round-the-clock music, special features and latest news, are yours to enjoy on the beach, in the parks, wherever you are . . . And if you don't own a portable, you'll want to get one . . ."

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"Orders of the Day"

Aims at Safety

Directed at the 3,500 members of the School Safety patrol in Washington, D. C., a new program, "Orders of the Day," is being aired over WWDC Washington, in cooperation with the District Division of American Automobile Association, the District schools and the police.

Scheduled for every schoolday morning at eight, the show is aired by Milton Q. Ford.

Designed to reach patrols just before they leave home for their beats, it gives last-minute changes in traffic conditions and emergency instructions. News of meetings and ways in which work of patrols can be improved is also given.

St. Louis Gets

Transit Radios

Installation of the 350th Transit Radio equipped bus in St. Louis has been completed and the bus put into regular daily operation, according to an announcement by C. L. Thomas, president of Transit Radio, Inc., and general manager of KXOK-FM, Transit Radio station in St. Louis. The 350 radio-equipped buses have been placed on various routes throughout the city, which serve every section of St. Louis and most parts of the suburbs, Thomas added.

Equipment thus far has been installed only in buses, he pointed out, however, Transit Radio equipment will soon be placed in street cars.

Some of the leading national and local advertisers using Transit Radio include Sayman Products Co., Globe Democrat Publishing Co., Feld Chevrolet, Big Four Chevrolet, American Packing Co., Hyde Park Breweries, F. W. Fitch, Ray Quinlan Dance Studio, S. G. Adams, General Grocer Company. News briefs, weather resumes and sports scores are featured.

As a new and different means of entertainment and as an advertising medium, Transit Radio is enjoying a high degree of acceptance from both the transit riding public and advertisers, Thomas said.

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D-J AIRER

(Continued from page 13)

makes grocery awards. It is sponsored by the Frankford Grocers Association of Philadelphia. Following the Hurst broadcast is "The Tommy Dorsey Show," a nationally featured, transcribed disc jockey show with participating sponsors.

With music the order of the WPEN day, Ed Hurst finds a sales-encouraging time and format for his promotion of seven sponsors' products and services. He is putting their names before a large audience and their messages across to the right group with his well-worked out program of music and interviews.

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