

# S Showmanship



MARCH-APRIL 1941

25¢

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

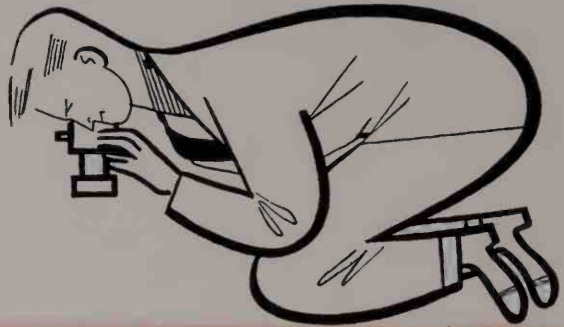
Automobiles • Bakeries • Beverages • Dairy Products

Department Stores • Electric Appliances • Gasoline • Groceries

Home Furnishings • Men's Wear • Shoes • Women's Wear

MORE THAN A MAGAZINE

A SERVICE



# YOUR BUSINESS AT A GLANCE

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

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To All Points of Interest*

# New York's Popular HOTEL LINCOLN

44th TO 45th STS. AT 8th AVE.

1400 ROOMS

from \$3

Each with Bath, Servidor,  
and Radio. Four fine res-  
taurants acclaimed for  
cuisine.

**MARIA KRAMER**  
PRESIDENT

John L. Horgan  
Gen. Mgr.

**HOTEL EDISON**  
Same Ownership



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# EDITORIAL

 **CENE:** Any street corner, anywhere in the United States or Canada.

**Characters:** The Inquiring Reporter and you.

**Reporter:** Say, mister, do you by any chance read RADIO SHOWMANSHIP?

**You:** Certainly I do. There's a collection of good ideas in that magazine.

**Reporter:** Have you ever *used* any of them?

**You:** Well, now, let me think . . .

Just what would your answer be? In the past seven months, RADIO SHOWMANSHIP has brought to your attention hundreds of *tested* program ideas and promotions. These were not, in any sense of the word, figments of someone's imagination, but actual, real-life stories of how businessmen in your field successfully use radio today!

You may be one of those *one-timers* that gave radio a brief whirl back in the distant past and now swear off for life. In radio, it pays to be a *two-timer*. The second time, however, be sure you profit by the experience of some businessman in your field or in a related field.

RADIO SHOWMANSHIP brings you a complete, accurate, month-to-month picture of radio in action, tested program ideas and promotions!

Do more than just read it, *use it*.

*The Editors*

# Talk About Luck

A Credit Clothing Story  
of Henry J. Kaufman Ad

by JEFFREY A. ABEL,  
Agency, Washington, D.C.

SHOW me the advertiser who doesn't say, "Give me something *different*, and mister, you've got an Angel!"

Five years ago, maybe longer, a well-known credit store in Washington called us in to "take over," but with the stipulation that they wanted something different!

After thumbing through the usual idea files, which had been used over and over again, I finally got the revolutionary idea of building a *full hour Sunday morning variety show*. "The idea is preposterous; it's too expensive! Nobody listens on Sunday morning. What can you give to make them listen and still keep the cost of talent down?" raved the client!

Well, I started from the beginning! Sunday morning was selected for several reasons: First, because from 10:30 to 11:30 in the morning, our only competition was church services. Secondly, because there must be some kind of audience that wants to hear popular music, news,

get in on a contest, hear birthday and anniversary announcements on Sunday morning.

How about the cost? Well, Sunday morning rates are usually lower than Sunday afternoon. Furthermore, I could obtain a master of ceremonies who was well-known the other six days of the week on a popular *WOL Musical Clock* program. He could play the piano, the Hammond organ, and really punch out a commercial. So, there was my answer!

Client Number One held the show for three years, and then because of a manufacturer's discontinuance of an allowance, dropped the show.

Here is where my story for the *REGAL CLOTHING Co.* really begins!

Pat Regal, a well-known figure in local amateur sports and president (the youngest, incidentally) of one of Washington's leading credit clothing companies, was offered the show. He bought it and still has it after 72







# "Betty & Bob"

**For 8 Years the Network  
Favorite of Millions—Now  
Available to You at Low Cost!**

**Now on 24 stations  
for spot and local  
advertisers selling:**

Starch Products  
Toilet Soap  
Crackers  
Canned Foods  
Bread  
Coffee  
Beverages  
Laundry Soaps  
House Furnishings  
Hotels  
Theatres  
Department Stores  
Refrigerators, etc.

*Many excellent mar-  
kets still available.*

**Y**ou'd spend thousands of dollars producing "Betty and Bob" on your own, but—thanks to NBC Radio-Recording—you can now sponsor this popular, sales-producing pair at a cost you'll hardly believe possible for a program of this calibre.

The recorded "Betty and Bob" series follows the same program style that made the network series such a smashing success for General Mills—with *all new* plot sequences. This five-a-week, 15-minute show presents a heart-warming family story . . . features an all-star cast of name talent . . . directed by the same producer who brought the network show to the highest rating in eight years on the air. Includes unique showmanship features seldom found in a recorded program.

Every detail has been carefully planned to give the program all the flavor and character of a "live" show, including the finest recording—NBC ORTHACOUSTIC.\*

\*Registered Trademark

*Ask your local station  
to arrange an audition or write*



## **NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago  
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood



*Thirty-four years old, versatile Jeffrey A. Abel has packed more activity into his life than many a man does with 60 years behind him. For the past 10 years he has been radio director of the Henry J. Kaufman Agency in Washington,*

*D. C. Before getting into advertising, he held the position of foreign exchange teller in one of the local banks for six years. When he left Maryland University in 1925, he served Uncle Sam as a rodman in the Geological Survey.*

*No business burrower despite his packed career, Abel is married, has a son two and a half years old. Likes to putter around the house and garden and sneak in an occasional game of golf. Takes both still and moving pictures, and is known to have one of the most photographed babies in the world (quote Mrs. Abel). He had his own Amateur "Ham" license and can still pound a key and repair the simple sets. He's also a member of Harmony Lodge No. 17 F.A.A.M.*

weeks of continuous broadcasting.

The *Lucky Regal Hour*, as it is known today, has changed considerably. However, Art Brown of *Rise and Shine* fame at WOL, the local Mutual outlet in Washington, continues as the "messenger" of ceremonies.

A special theme song was written, sung, and recorded by Betty and Buddy Arnold of New York. It is used as an opening and closing signature. We went to all this trouble, because a theme gives the first impression of a show. Often it is the difference between keeping a listener and having him switch to another station. We wanted to make ours a good impression. After a short opening commercial in which the station announcer introduces Art Brown and outlines the program schedule, Brown takes over with a warm and cordial greeting to his listeners if he is in the mood, or if he is tired and sleepy, he lets them know it and warns them that anything is liable to happen.

The informality of the entire program is a prime factor in its success.

We needed a contest to prove to Pat Regal

that we had an audience. So several of the larger movie chains were contacted and guest tickets obtained, 200 in all, every Sunday. We started a *Musical Mystery Contest* and offered a pair of movie guest tickets to the first 100 correct answers received. Only one selection was played on the Hammond organ by Art Brown, and then listeners were required to name the title. Simple! Effective! Mail response has never dropped below 500 a week, and many weeks brought in as many as 1,500 pieces!

The sponsor mails the movie guest tickets to the winners with a form letter which pictures a caricature of Art Brown and Pat Regal and a suitable congratulatory message.

Last minute news is given midway in the program by the station announcer. This is followed immediately by a red-hot special on sale at the REGAL CLOTHING Co. Monday only! A total of three commercials are used in the entire hour program, and they average only a minute in length.

The station's telephone number is mentioned throughout the show. The listeners are asked to call in any birthday, anniversary, or lost pet announcements. Three operators are required to handle the calls during the hour.

It's a lucky Sunday morning for the listener!

Recently, we started a *Lucky Silver Contest*, in addition to the *Musical Mystery Contest*! Five silver dollars are awarded to the person whose name is selected from the city directory. A large wheel is spun three times during the program to pick the selection, page number, and listing in the directory (a la *Pot O' Gold*). After the person's name is announced, he has to call the station within 15 minutes and then identify himself at the store the following day to collect his five silver dollars. Only once during the past 26 weeks have we failed to be called by the proper person! Who says we don't have an audience?

In addition to the latest recordings, Art Brown plays a number of selections on the Hammond organ, and many times he will play the organ right along with a popular recording, a novelty that always brings comments.

Being sports minded, Pat Regal, from time to time, has personally interviewed outstanding baseball, football, basketball, hockey, and golf stars on the program. Announcements of all major sports events are given without charge. Last fall, an effective tie-in was made with the players on the Washington Professional football team. After every home game,



Pat Regal offers a \$50 STRATFORD SUIT to the Redskin player adjudged the outstanding man by local sports writers. The winner's name is always announced on the *Lucky Regal Hour*.

Large placards, set on easels, are prominently displayed on each floor of REGAL'S. They feature a picture of Art Brown, the station, time, and remind passersby of the free movie passes. The store's entire personnel discusses the program freely with the customers, thus helping to build interest from week to week.

In addition to writing the entire show, I take an active part in heckling Brown and announcing the feature attractions at the

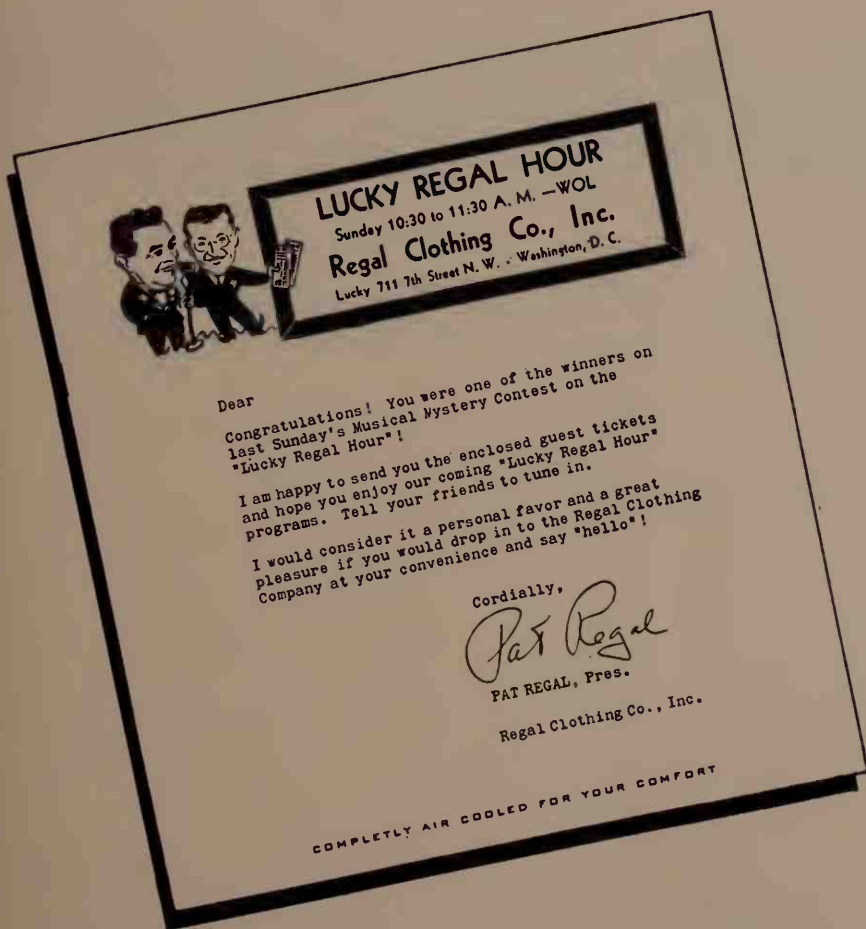
various theaters for which we have tickets.

Other than the commercials, the entire program is ad lib.

Without inviting a studio audience, 50 to 100 persons are always present in the observation room every Sunday to witness the program.

As evidence of the pulling power of the *Lucky Regal Hour*, sixty dozen ladies' slips were sold from two broadcasts. Fifty men's overcoats were sold from one broadcast. *Twenty-five dozen* pairs of ladies' hosiery were sold from another broadcast!

It's a lucky Sunday morning for REGAL'S, too!



It's the little things that count! The REGAL CLOTHING CO. takes extra effort to make their form letters interesting, and they are rewarded with extra results. Note REGAL'S address, "Lucky 711 7th Street N. W."; it follows right in line with the theme of their radio show. Often, it is the addition of a simple catch phrase like this that makes the difference between a sponsor being remembered or forgotten!



## Bread Sales Thru the Air

By CARROLL JONES, Sales and Ad Manager of Baltimore's  
Koester Bakery, Who Salutes "Streamlined Fairy Tales"

REMEMBER all the excitement that was aroused years ago when the theaters announced that "Garbo Talks"?

Well, that will give you just an inkling of the commotion we caused recently when we took a full page in the Baltimore News-Post to announce that "Honey" talks.

We believe "Honey" is as well-known to Baltimore housewives as Garbo ever was. Her picture appears in thousands of Baltimore homes daily, in the street car cards, on billboards, and now she is heard on the radio.

You see, "Honey" is our trade-mark, and through the years, as her popularity increased, so increased the sales of KOESTER BREAD. Today, 52-year-old KOESTER BAKERY is one of the largest independent bakeries in the United States.

But lots of things happened before "Honey" talked. We wanted something different in radio programs, something that would tie up effectively with our trade-mark, yet have genuine entertainment value.

We examined hundreds of show ideas, finally hit upon an unusual transcribed series, *Streamlined Fairy Tales*.

The series is unlike most programs designed for children, because it has the extra appeal of being equally as interesting to adults. From the title of the show, you can get an idea of its contents, but not its production. Featured in the series are six of the most unusual youngsters in radio, the *Koralites*.

Last year, the *Koralites* introduced *choral speaking* on the air in a program series for NBC. Their six perfectly matched voices blend poetry and prose into a distinctive pattern that gives each utterance life and action. Starred on the *Columbia Workshop* and *Hobby Lobby*, featured in radio programs with Charles Laughton and Burgess Meredith, the *Koralites*, as was readily recognized, were really something new in radio.

When rotund, energetic, radio producer Harry S. Goodman was wrinkling his brow

last August over what kind of Christmas show to prepare for release to local advertisers in December, he thought of the *Koralites*.

Under the masterly direction of Jack Wilshire, the *Koralites* created for Mr. Goodman a series of Christmas shows, each distinguished for its precision and harmony, with an obvious attraction for kids and a subtle but equally strong attraction for adults. In many ways, the production had captured the same universal appeal of the Walt Disney cartoons.

*Streamlined Fairy Tales* is a modern version of the old, well-known fairy tales—in other words, they are *streamlined*! Some of the fairy tales: The Lion and the Mouse, Cinderella, Little Red Riding Hood, Jack and the Beanstalk, Three Little Pigs, Boy Who Called Wolf, etc. In addition, well-known screen and radio personalities are impersonated—W. C. Fields, Kay Kayser, Baby Snooks, Joe Penner, Greta Garbo.

Last fall, we made a contract for the fifteen programs to be broadcast over two Baltimore stations between Thanksgiving and Christmas. We broadcast on one station Monday, Wednesday, and Friday and repeated the programs on the other station Tuesday, Thursday, and Saturday.

About three weeks after we started broadcasting this program, we conducted a test to see whether this series should be continued, a test that proved the popularity of the programs. In a plain, straightforward manner, we asked the public if they wanted the series continued. The response was spontaneous, even though no offer was made to those writing letters. We received a large number of letters from mothers congratulating us on the type of program we were using. We then made our decision to extend our contract for fifteen more programs. At the expiration of that period, we contracted again for thirty more, or a total of sixty in all. We are now in the middle of this last series and hope that it will be continued indefinitely.

Like all radio programs, no matter how expensively produced, or impressively presented, the worth and pulling power of *Streamlined Fairy Tales* is reflected in the merchandising behind the show.

For years, our little girl "Honey" has appeared on our bread wrappers, on our trucks, on street car advertising, and in all other



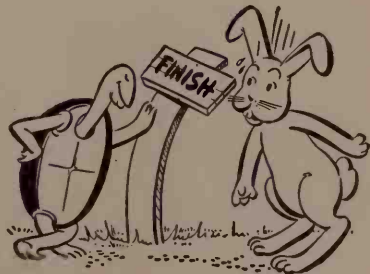
Known as "Jonesey" to everyone in the baking trade, sales and advertising manager Carroll Jones has guided successfully the Koester course for the past 15 years. Came into the business via street car ad selling for Barron G. Collier.

Modest, forty-ish, bespectacled, Jones is easy to meet and always willing to listen. He makes quick decisions—and he's usually right. Proof demonstrated in the fact that Koester's today outsell all their competitors combined in the Baltimore area—and the competition is stiff!



advertising we have used. *Streamlined Fairy Tales* served as an ideal medium for bringing her to life. She is impersonated by a professional actress and opens and closes each program. Radio has done its job well. There seems to be a new and much more personal interest in our little girl than ever before. This I can only attribute to this radio program, *Streamlined Fairy Tales*, for our trademark has been used in other forms of advertising for many years.

The fact that we have just renewed for the third time is proof, too, of how we feel about the entire promotion. *Streamlined Fairy Tales* epitomizes the best in children's programs. With it, you are immediately assured of the acceptance and cooperation of schools, parents, and children's organizations in your city. It's one of the few programs that talks to children without going behind the parent's back. The grownups have expressed themselves as being just as enthusiastic and entertained as the kiddies, and that's something that's difficult to find—a program that is highly acceptable and good listening for all kids six to sixty!



# T here's Gold in These Bars

By CYRIL I. FOX,  
Advertising Manager  
Fels and Company

THERE'S a minor revolution going on in Philadelphia. A major soap manufacturer is sponsoring a morning show, and it's not a *soap opera*.

The trials and tribulations of Susie Scrabble, the heart-rending difficulties of Daphne Dawn, etc. take a back seat when *Golden Bars of Melody* comes on the air. Just a simple twist of Madame Housewife's wrist, and the sob-sisters give way to a friendly, old-fashioned program of song and story.

FELS-NAPHTHA SOAP Co., sponsors of *Golden Bars*, feel that a program of gentle songs has a definite place on the air. Jitterbugs call such music *corny*, but then, jitterbugs aren't the world's best laundry soap customers.

Housewives, and we'll venture to call them 100% of the FELS-NAPHTHA market, seem to enjoy a chance to relax quietly and hear the old sweet melodies. The songs this world has hummed and whistled for generations are finding a new chance to reach an audience that's just a little tired of rush, excitement, and frenzy. *Home, Sweet Home* and *The Old Oaken Bucket* are woven into a new sales pattern with homespun anecdotes and quiet memories of the past.

To call the program a complete product of one person's ideals would be unfair to the sponsor. Yet, *Golden Bars of Melody* does owe its warmth and color to an individual of unusually varied abilities. Rhona Lloyd is her name—a writer, a competent musician, and a songstress of note.

Miss Lloyd draws on her experience and her recollections of friendly evenings around the family fireside to give the show a distinctly personal touch. Her ability to swing from anecdotes to golden song aids in forming a well-rounded 15 minutes of entertainment.

Strangely enough, if a 13-year-girl hadn't given way to an impulse to sing, *Golden Bars*



Miss Rhona Lloyd

might never have reached the air. Rhona Lloyd, at 13, was an accomplished concert violinist with a promising career before her. But she had an urge to sing and developed that urge into an actuality. Her voice studies led her to the musical stage and, eventually, radio.

Miss Lloyd's first appearances on the air were not as a singer, but as an *ad lib* emcee of a celebrities program. Her vocal talents lay buried until by chance she mentioned her musical background on a broadcast. A flood of letters in response gave her a chance to sing, and *Golden Bars of Melody* was born.

Today, the program has become almost a morning *must* to Philadelphia listeners. WFIL, its original single outlet, has piped the show to seven companion stations on the Quaker Network. Its friendly, *homey* atmosphere has done the rest.

*Golden Bars* is definitely a reactionary program. All of the so-called formula-patterns are missing from it. The "heart-throbs" it contains come from an old-fashioned love of good music and a good story. A *soap opera*  
(Please turn to page 118)





# Putting Unity into Community

Stimulate Civic Interest in Your Town, and You Attract  
Business, Writes WBLK Manager, GEORGE C. BLACKWELL

THERE'S another side to this business of radio—a broader side.

Radio not only can help you sell more bread, bricks, brooms, or whatever else you have to sell, but it also can help sell the town in which you live!

Today, America is organizing for national defense, and each little section of America, yours and mine, is organizing to attract some of those defense industries. The more industries, the more people with money to spend, the more business for you and me.

Radio can do its part. In the role of an organizer, it becomes a voice speaking again and again for progress and civic improvement.

By molding a spirit of unity, it makes the town better able to solicit and to handle more business.

We, in Clarksburg, W. Va., believed that by encouraging pride in the home town and the county, we would reach the very *core* of unity. And so, station WBLK undertook to build a radio program that would honor all civic workers and designate one leader as the *First Citizen of Harrison County for 1940*.

For three weeks, in frequent broadcasts, listeners were urged to make nominations and cite reasons for their choice of the First Citizen. The appeal served to summarize all the civic progress made in 1940. It brought out

the individual effort of community leaders. It commended those who actually gave unselfishly toward community projects. It assured leaders of recognition for their good work. Many of those nominated were the county's prominent retail merchants, and in all cases, the nominees were intimately associated with all other businessmen in work for civic progress, in clubs and organizations.

As radio's voice discussed 1940 accomplishments, people were inspired to look at the past and also to plan for the future. Next year, there will be a First Citizen of 1941. We hope to find an even larger interest than in 1940, and new ways in which wider expression of sentiment can be recorded.

Alert and lively leadership spells progress. We know that next year will find many new nominees, men and women who may have been inspired to participate in civic projects through no other stimulus than this poll. Often, the only reason a man doesn't become community-minded is because he wasn't asked.

First Citizen of 1940 was Glenn B. Tinsley, a past Chamber of Commerce president, who had obtained a large milk condensory as a new industry, had striven to bring an airliner service to this county, worked for new highways, directed community drives, and served

*(Please turn to page 118)*





## SUGAR COATED SPOT ANNOUNCEMENTS

**If** you're tired of the same  
old spot announcement . . .

**If** you'd like to give your  
sales message on the air  
in a way that'll make listeners  
remember what you're selling . . .

**HERE'S THE ANSWER!**

## ONE MINUTE Singing

SPOT ANNOUNCEMENTS

for

- Furniture Stores
- Jewelry Stores
- Opticians and Optometrists
- Auto Loan Companies
- Credit Clothiers
- Furriers

Singing Spots are being used suc-  
cessfully by national advertisers.

**NOW THE LOCAL SPONSOR  
CAN AFFORD THEM.**

You'll have to hear them to ap-  
preciate them . . . catchy, tuneful  
sales messages that make listeners'  
ears perk up . . . that make sales  
in your store go up . . . that give  
the audience something to remem-  
ber.

**"GO BIG-TIME TODAY!"  
USE SINGING SPOTS!**

Write today for an audition disc.  
Exclusive rights granted.

*Harry S. Goodman*  
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

# Next?

On page 29 of its January issue, RADIO SHOWMANSHIP told in picture and paragraph the interesting story of how San Bernardino's (Calif.) ROWE SHOE STORE set up two barrels in front of their store, and twice daily for ten days offered, via the airways, a two dollar reduction on any sale purchase accompanied by an old pair of shoes. The shoes were to be donated to the British War Relief Fund. Results: For Britain, a dozen barrels of shoes; for ROWE, a highly successful sale.

Commenting at the time, RADIO SHOWMANSHIP's editor wrote: "This is an important promotion. It may herald the beginning of a series of similar attempts to use radio to aid the Allies."

Recently received was the story of how Ted Solomon, manager of the D & S SUBWAY BOOTERY in Grand Forks, N. D., incorporated the very same promotion on his own Men With the Mike program on KFJM. He added a few new ideas, including phone calls volunteering donations, with names dropped by parachute and read on the program.

The response to the drive was immediate and enthusiastic. Without previous plugging, the first day's broadcast brought in two barrels of shoes. The entire campaign, which ran for two weeks, netted ten barrels of shoes.

Thus, we record two successful sales based on a single showmanstunt. The line forms at the right. Who will be next?

# ... a Showmanship Success Story



above . . . The original (appeared in January RADIO SHOWMANSHIP). Lowell Smith (handling mike) interviews passersby in front of the Rowe Shoe Store in San Bernardino, Calif. For ten days, he asked for old shoes for British War Relief as part of an unusual Rowe sale. Results: Over a dozen barrels of shoes were collected.

right . . . The follow-up: Ted Soloman, manager of the D & S Subway Bootery of Grand Forks, N. D., put the "Boots for Britain" idea he found in RADIO SHOWMANSHIP to good use. He is shown with Jimmie Valentine and Bill Walker, announcers on KFJM's Men With the Mike show, who helped stage a successful two weeks drive that netted ten barrels of shoes.





# By Means of Transcription

All About Syndicated Radio Programs for Local Advertisers  
by AARON BLOOM, of Kasper-Gordon Inc., Boston, Mass.

"THE next program comes to you by means of electrical transcription." Once upon a time, there was something of a stigma attached to this phrase. But nothing lasts forever, "and this, too, shall pass away." It did. Today, there are more and more national, regional, and local advertisers using transcribed radio programs than at any other time in the history of radio, and the number of users is fast increasing. Every month, every week, every day finds new transcribed radio programs, varying in length from 30 words to 30 minutes.

National advertisers use transcribed programs to open new territories and back up dealers in a concentrated campaign over local stations not affiliated with networks. Or they use them on stations with network affiliations where time cannot be cleared for the network broadcast. Or they use them because they want a split network or certain coverage, and can best obtain it by selecting their markets and broadcasting their programs via discs.

Regional advertisers use transcribed programs for the same reasons, saving expensive

line charges, very often turning to syndicated programs which have been thoroughly tested and are generally accompanied by complete merchandising tie-ups. Or they use a spot announcement radio campaign, transcribed, buying the stations and markets they wish to concentrate on.

Local advertisers use transcribed *syndicated* programs, instead of specially built transcription shows. This type of program gives the local advertiser entertainment comparable to the networks, at cost within local budgets. It would hardly pay a local sponsor to build a show of his own and pay for a transcription.

In a syndicated transcribed program, he generally gets better talent than is available locally, better production, better direction, and, almost invariably, a *tested* program. Local advertisers cannot afford to "experiment," and syndicated transcribed programs eliminate unnecessary risk to a great degree.

For the benefit of those who are not familiar with how a syndicated transcription program producer operates: He is in the same position as the motion picture producer who







invests money in a production and gets it back with profit (sometimes) by leasing the film to theatres throughout the country.

No single theatre could have afforded the \$3,000,000 it took to produce *Gone With the Wind*, but the thousands of movie houses which have and will play the picture will earn, through weekly leases, the \$3,000,000 and more for the producer. And the producer is entitled to any profit he makes, for he gambled the money to bring an excellent production to the screen to entertain millions. The same is true of the syndicate program producer and distributor.

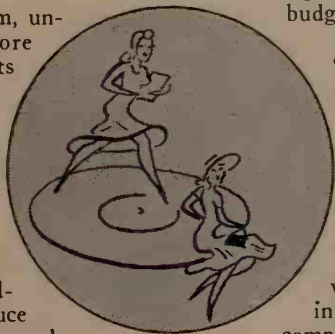
Yes, the transcribed program, until something better and more practical comes along to take its place, is here to stay. Once recorded, there are no more production headaches. Nobody comes late to rehearsal or broadcast. Nobody gets sick.

In buying syndicated transcribed programs, certain factors must be taken into consideration. It costs money to produce good radio programs, to obtain good talent to do the recording. And while there is not yet a national method or yardstick for establishing the prices of syndicated transcribed programs, a good producer and distributor will generally base his charges on one, two, or all of the following factors:

1. Population of the city in which the series is to be broadcast.
2. Power of the station.
3. A percentage of the station rates, so that if the

sponsor uses the most powerful and expensive radio station in a city, he may be expected to pay more for the program because of the generally greater coverage the show will receive. On the other hand, if the advertiser's budget is limited, and he must confine himself to stations of smaller power and lower rates, the price of the syndicated transcribed series is correspondingly lower. This is the most equitable method of establishing rates for programs.

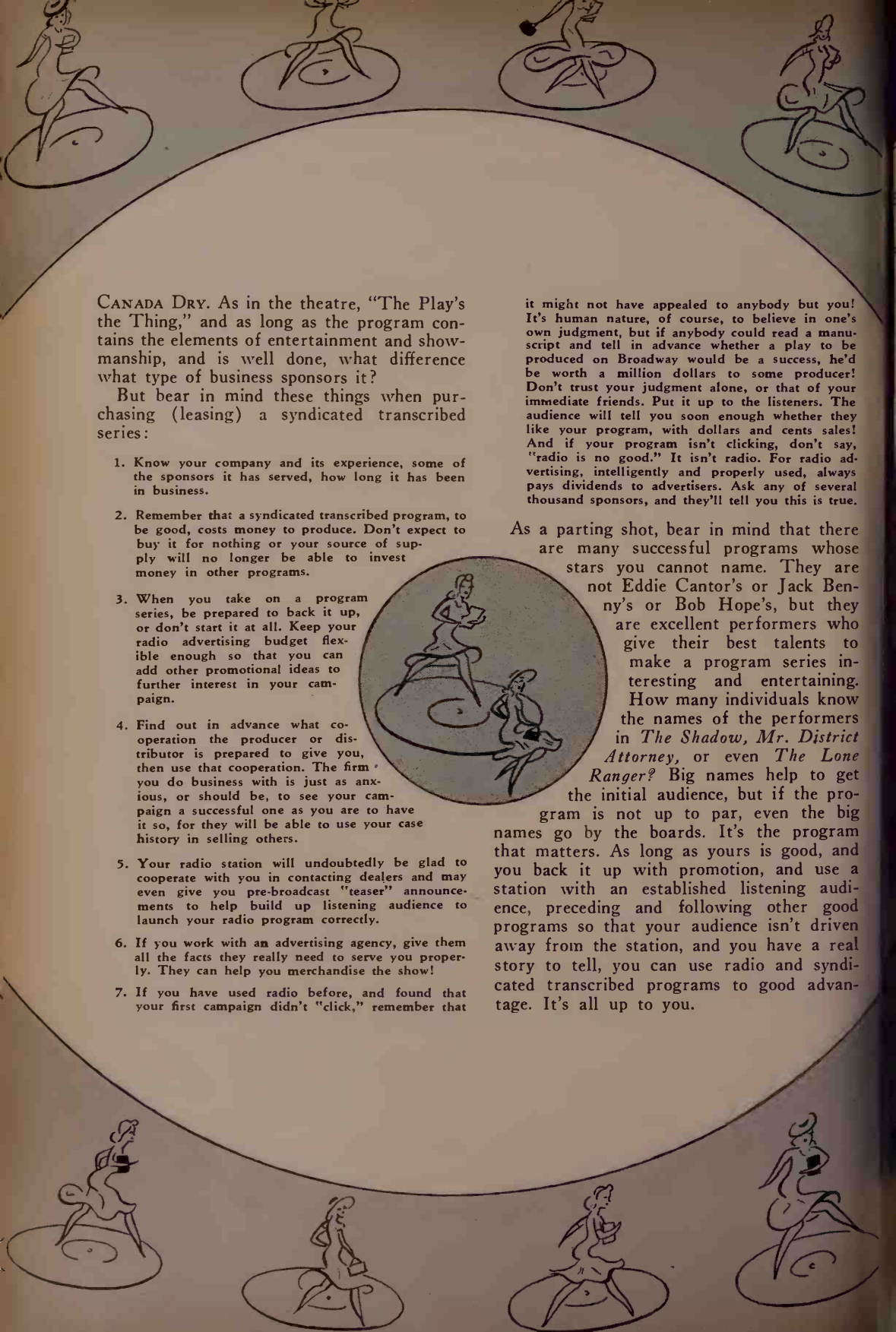
Top price, of course, must be obtained from major markets such as New York, Chicago, Detroit, Los Angeles, Boston, Philadelphia, etc. Prices for cities up to about 25,000 population generally take a minimum price. It has all been worked out to give the sponsors good programs at cost within their budgets.



But no program, transcribed or "live," should be allowed to take to the airwaves without intelligent promotion and publicity behind it to build audience, to create first the desire to listen, to help merchandise and sell the sponsors' products and services. Most syndicated programs, if produced by a well-established production firm in the syndicated field, are accompanied by suggestions for merchandising, publicity, and promotion.

While some programs may be built for, say, the bakery field, very often the same series of program may be used for department stores, dairies, candy companies, even furniture stores. The thing to do is to analyze the individual program and apply it with its various and diversified tie-ups. For example, *Information, Please* will undoubtedly work as well for LUCKY STRIKES as it did for





CANADA DRY. As in the theatre, "The Play's the Thing," and as long as the program contains the elements of entertainment and showmanship, and is well done, what difference what type of business sponsors it?

But bear in mind these things when purchasing (leasing) a syndicated transcribed series:

1. Know your company and its experience, some of the sponsors it has served, how long it has been in business.
2. Remember that a syndicated transcribed program, to be good, costs money to produce. Don't expect to buy it for nothing or your source of supply will no longer be able to invest money in other programs.
3. When you take on a program series, be prepared to back it up, or don't start it at all. Keep your radio advertising budget flexible enough so that you can add other promotional ideas to further interest in your campaign.
4. Find out in advance what co-operation the producer or distributor is prepared to give you, then use that cooperation. The firm you do business with is just as anxious, or should be, to see your campaign a successful one as you are to have it so, for they will be able to use your case history in selling others.
5. Your radio station will undoubtedly be glad to cooperate with you in contacting dealers and may even give you pre-broadcast "teaser" announcements to help build up listening audience to launch your radio program correctly.
6. If you work with an advertising agency, give them all the facts they really need to serve you properly. They can help you merchandise the show!
7. If you have used radio before, and found that your first campaign didn't "click," remember that

it might not have appealed to anybody but you! It's human nature, of course, to believe in one's own judgment, but if anybody could read a manuscript and tell in advance whether a play to be produced on Broadway would be a success, he'd be worth a million dollars to some producer! Don't trust your judgment alone, or that of your immediate friends. Put it up to the listeners. The audience will tell you soon enough whether they like your program, with dollars and cents sales! And if your program isn't clicking, don't say, "radio is no good." It isn't radio. For radio advertising, intelligently and properly used, always pays dividends to advertisers. Ask any of several thousand sponsors, and they'll tell you this is true.

As a parting shot, bear in mind that there are many successful programs whose stars you cannot name. They are not Eddie Cantor's or Jack Benny's or Bob Hope's, but they are excellent performers who give their best talents to make a program series interesting and entertaining. How many individuals know the names of the performers in *The Shadow*, *Mr. District Attorney*, or even *The Lone Ranger*? Big names help to get the initial audience, but if the program is not up to par, even the big names go by the boards. It's the program that matters. As long as yours is good, and you back it up with promotion, and use a station with an established listening audience, preceding and following other good programs so that your audience isn't driven away from the station, and you have a real story to tell, you can use radio and syndicated transcribed programs to good advantage. It's all up to you.



News

★ ★ ★ ★ ★  
5 STAR FINAL

# HEADLINES IN ACTION!

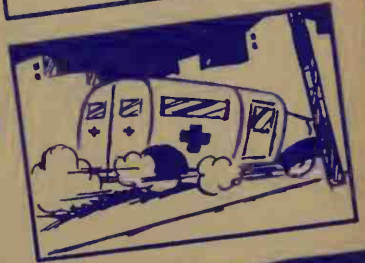
DRAMA!



HUMOR!



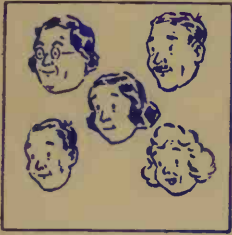
PATHOS!



NW

WFIL'S "MORNING EXTRA"

## HEADLINE NEWS —"BROUGHT TO LIFE"!



"HEADLINES IN ACTION" is a presentation of the latest headline news in its most thrilling — **its most vivid form** — dramatization. It's a "morning extra" **appealing to all listeners** — men and women, young and old alike — because it runs the complete gauntlet of every human emotion. It's a revitalized "Five Star Final" or "March of Time."

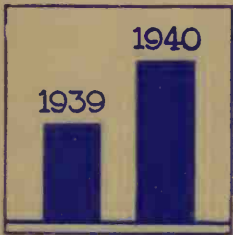
## A FAST-MOVING SHOW

Four — **and more often five** — headline features are presented during the fifteen minutes the show is in progress. "HEADLINES IN ACTION" never lags — **interest is sustained to the very end leaving the listener "wanting more"**.

## NEWS BROADCASTS GROWING IN INTEREST

Listener interest in news broadcasts has grown by leaps and bounds during the last two to three years. Raymond Gram Swing, Edwin C. Hill or even H. V. Kaltenborn would never have been able to assume the national prestige they now enjoy except for the present unbelievably high interest in news.

Advertisers are beginning to realize the importance of news broadcasting. In the summer of 1939, news and commentators together took up 7.5% of sponsored network time. The same period of 1940 witnessed a jump to 11.9%! Another convincing factor — news broadcasting ranked seventh in percent of time during 1939. **In 1940 it rose to fourth!**



# WFIL

*Philae  
Most Popul*

## HEADLINE FEATURES PRE-TESTED

Only the most interesting — **the most appealing** — newspaper headlines are selected for "HEADLINES IN ACTION." Before passing the Program Board, they must meet with several pre-determined requirements. Then — and only then — are they approved for production. The stories are completely rewritten for radio with music, narration and dramatization all being used to create the perfect illusion.



## PROMOTION

WFIL will promote "HEADLINES IN ACTION" through newspaper advertising, publicity, inserts, radio dealer window and counter displays, courtesy announcements, letters to trade and highlight listings.

## REGIONAL COVERAGE AVAILABLE

"HEADLINES IN ACTION" is now being fed on a sustaining basis to eight stations of the Quaker Network — WGAL Lancaster, WAZL Hazleton, WEST Easton, WORK York, WKBO Harrisburg, WSAN Allentown, WRAW Reading. Advertisers having regional distribution should investigate advantages offered by the Quaker Network which include only one cost for talent, multiple merchandising and promotion; also rate savings as high as 7.5% compared to national spot charges.



## MAY BE SPONSORED 3 OR 5 TIMES WEEKLY

Talent, script and studio direction —

Broadcast Times	WFIL	Quaker Network
3 times weekly	\$ 60.00	\$ 90.00
5 times weekly	90.00	150.00

Station time extra.

a's  
Number

**560** ON  
YOUR  
DIAL

# A RADIO STATION IS KNOWN BY THE COMPANY IT KEEPS

## *WFIL Honor Roll by Industry and Client*

### AMUSEMENTS

Hamid's Pier  
Philadelphia Gardens  
Steel Pier  
Warner Brothers  
Wolf, Irving Enterprises  
Woodside Park  
20th Century Fox Film

### APARTMENTS

Ogoniz Manor  
2801 Parkway

### AUTOMOTIVE

Chevrolet Co.  
Chrysler Corporation  
Chrysler Division  
Dodge Division  
Plymouth Division  
De Soto Philadelphia Group  
Ford Dealers of Philadelphia  
Ford Motor Co.  
Krouse, H.—Studebaker Dealer  
Philadelphia Motor Car Co.

### BEVERAGES

Atlas Wine Co.  
Booth Bottling Co.  
Canada Dry Co.  
Gamborelli & De Vitto  
Gretz, Wm., Brewing Co.  
Guth, Ernest C.  
Mission Bell Wines  
Renault, L. N., & Sons, Inc.  
Roma Wine Co.  
Scheidt, Adam, Brewing Co.  
Spatola Importing Co.  
Welsh's Grape Juice Co.

### CLEANERS AND DYERS

Cummer Products—Energine  
Cleaning Fluid  
Dorfner, Anton, & Sons  
Naylee Chemical Co.  
Ruex Company

### COSMETICS

Dr. Ellis Sales Co.  
Jergens, Andrew, Co.  
Woodbury's

### DEPARTMENT STORES

Lane Bryant  
Lit Brothers  
Strawbridge & Clothier

### DRUGS

Alkine Co.  
American Home Products  
B C Remedy Co.  
Barbasol Company  
Beaumont Laboratories  
Berg-Williams Corporation  
Carter Products Co.  
Arrid  
Liver Pills

Comstock Co. Ltd., W. H.  
Consolidated Royal Chemical Corp.  
Dill Company  
Emerson Drug Co.  
Eno, J. C., Ltd.  
Ex Lax, Inc.  
Grove Laboratories  
Ironized Yeast Co.  
Mennen Company  
Miles Laboratories  
Pepsodent Company  
Phillips Chemical Co.  
Pinex Company  
Pinkham, Lydia  
Semler, R. B., Co.  
Sloan's Liniment  
Vicks Chemical Co.  
Watkins, R. L., Co.  
White Laboratories  
Williams, J. B., Co.

### EDUCATION

Air Conditioning Training Corp.  
Better Speech Institute  
Industrial Training  
Strayer's

### ELECTRICAL APPLIANCES

Connelly, John  
Electrical Association  
Electric Storage Battery  
Goldy's Radio Co.  
Knapp Monarch Co.  
Nash Kelvinator Co.  
Philco Distributors of Pa.  
Remington Rand Co.  
Westinghouse Electric Co.

### FOOD

Abbott's Dairies  
American Dairy Association  
American Popcorn Co.  
Burk, Louis  
Contadina Tomato Paste  
Continental Baking Co.  
D'Arrigo Brothers  
Franck Chicory Co.  
General Baking Co.  
General Foods  
Goldenberg, D.  
Hecker Products Corp.  
Horn & Hardart Co.  
Ivins, J. S., Sons  
Kellogg, H., & Sons  
Kellogg Sales Co.  
Lowe, Joe, Corp.  
Maltex Company  
Mangol-Herold  
Morrell, John, & Co.  
Morrison Company  
Mueller's Macaroni Co.  
Parkway Baking Co.  
Peter Paul, Inc.  
Philadelphia Dairy Products  
Quaker Oats Co.  
Ralston Purina Co.  
Ritter, P. J.

Rockwood Candy  
Sharpless-Hendler Ice Cream Co.  
Standard Brands  
Strode Meat Products  
Supplee-Wills-Jones  
Swift & Company  
Virginia Dare Extract  
Vogl, F. G.  
Ward Baking Company  
Washington Apples  
Whitman Candies  
Zy-vo Corporation

### FUELS

D. L. & W. Coal Company  
Keystone Coal & Wood  
Pettersen, Jos. M.

### HOUSE FURNISHINGS

Bailey's  
Bandler's  
Davis, John, Furniture Co.  
Fritz and LaRue  
Hurst, Henry A.  
Lichter's  
Quaker City Home Supply Co.  
West End Furniture Co.  
Will Brothers

### LAUNDRIES

Day & Frick Co.  
Holland Laundry  
Montrose Laundry  
Sno-White Laundry

### LAUNDRY SOAPS, ETC.

Colgate-Palmolive-Pest Co.  
Fels Naphtha Soap Co.  
Iowa Soap Company  
Lever Brothers  
Manhattan Soap Co.  
Pacific Coast Borax Co.  
Proctor & Gamble  
Hershey Estates

### MISCELLANEOUS

Ace White Shoe Polish  
Algase, Dr.  
Bell Telephone Co.  
Benrus Watch Co.  
Cat's Paw Rubber Co.  
Commonwealth of Pennsylvania  
Delaware Pk. St. & Race Assn.  
Dreer, Henry  
DuPont, E. I.  
Gardner Nursery  
Gruen Watch Co.  
Lee Tire & Rubber Co.  
Mallas, Dr.  
Marco Dog Food  
Morton's  
Northwestern National Bank  
Park Distilling Co.  
Pennsylvania Rubber Co.  
Sheaffer, W. A., Pen Co.  
Sherwin Williams Co.  
Standard Coated Products

Tappins  
Wilson Line, The  
Wurlitzer, Rudolph, Co.

### OPTICIANS

Commonwealth Optical Co.  
Criden, Rosen & Sharp  
Gainsburg Optical Co.

### PUBLICATIONS

Crowell Publishing Co.  
Daily News  
Evening Bulletin  
Evening Public Ledger  
Friday Magazine, Inc.  
Liberty Magazine  
MacFadden Publications  
Philadelphia Inquirer  
Philadelphia Record  
Street & Smith

### PETROLEUM

Atlantic Refining Co.  
Gulf Refining Co.  
Major Oil Co.  
Richfield Oil Co.  
Sun Oil Co.  
Texas Co.  
Tidewater Oil Co.

### RESTAURANTS

Fortside Inn  
Maryflower Restaurant

### TOBACCO

American Tobacco Co.  
Axton-Fisher Tobacco Co.  
Bayuk Cigars  
Brown & Williamson  
Grabosky Cigars  
Lorillard, P. Co.  
Marris, Philip, Co.  
Reynolds Tobacco Co.  
Shubs  
Washington, George

### TRANSPORTATION

Canadian Railways  
Greyhound Lines  
Quaker City Bus Co.  
Philadelphia Transportation Co.  
Public Service Co. of New Jersey  
Yellow Cab Company

### WEARING APPAREL

Conformal Footwear  
Diamond, Bill  
Gerson, Sam  
Goldman, L.  
Locke, Dr., Shoes  
Passon's  
Scholl, Dr.  
Spencer Shoes  
Stielson, John B.  
Wise, Wm. H., Co.

**NBC BLUE • KEY STATION QUAKER NETWORK • MUTUAL**

REPRESENTED BY ED. PETRY & CO., NEW YORK





# AIRING THE NEW

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

## Drug Products

**KID WIZARDS** Local adaptations are quick to follow on the heels of flourishing network programs. Witness local *Major Bowes Amateur Hours*, *Pot O' Golds*, etc. Most recent network show to set the nation talking, *Quiz Kids*, already has offspring scattered throughout U. S. cities. On New York's station WHN, *Kid Wizards* made its bow as a sustaining program December 3. Mid-February, **NEW VITAMIZED YEASTFOAM TABLETS** assumed sponsorship.

Here's how the program works: Affable, tweed-wearing, Rutgers alumnus Louis Wolfe established the permanent board of three boys—Jay Langner, aged 10, sports expert; James Keegan, 14, science authority; Chick Young, 9, history wizard. Each week two guests appear on the program. *Their qualifications:* They, or someone interested in having them appear on the program, must have sent in a question which stumped the experts; they must be less than 14 years old. Should the board come out with a 100% score, the same five repeat the following week. To every program guest goes a complete, 20-volume set of the *Book of Knowledge*.

To those who submit questions that are correctly answered go books. If the *Kid Wizards* can't answer the question, sender gets five dollars besides the privilege of sending a guest on the program.

**AIR FAX:** First Broadcast: December 3, 1940.

**Broadcast Schedule:** Tuesday, 9:00-9:30 P.M.

**Preceded By:** News.

**Competition:** *We, the People* (CBS); *Musical Americana* (NBC).

**Sponsor:** Royal Chemical Corp., for New Vitamized Yeastfoam Tablets.

**Station:** WHN, New York, N. Y.

**Power:** 5,000 watts.

**Population:** 7,346,272 (1940).

**Agency:** Benson & Dall, Inc., Chicago, Ill.

**COMMENT:** In order to secure high public

interest in a program of this type, questions must be sufficiently difficult to baffle adult listeners. The harder the questions, the bigger your audience. Sample question: "Identify the following famous streets: Downing Street, Baker Street, Gabby Street."

Ingenious is *Kid Wizard's* method of getting questions and program talent with a single stroke.

## Shoes

**MR. FIXER** In Yakima (Wash.) veteran KIT spot announcement buyer **ECONOMY SHOE STORE** resolved to try 15-minute programs, hired a man to do nothing but solve other people's problems. Selling a low priced shoe, seeking a large labor and farm audience, sponsor created *Mr. Fixer*, who twice weekly reads letters from Yakima families soliciting help.

Requests span from triple twin beds to houses. Requests for shoes are investigated, donated by sponsor if case is found to be actually needy. In the waste basket go all money pleas. Every letter must be signed, but only initials are actually aired.

Program format includes request readings and results. Letter and sales influx are leading sponsor to consider adding a third period to the program. A picture of *Mr. Fixer* under the caption, "Home of *Mr. Fixer*," embellishes sponsor's window.

**AIR FAX:** First Broadcast: January 21, 1941.

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

**Followed By:** Ma Perkins (Don Lee Network dramatic serial).

**Sponsor:** Economy Shoe Store.

**Station:** KIT, Yakima, Wash.

**Power:** 1,000 watts.

**Population:** 36,326.

**SAMPLE SCRIPT AVAILABLE.**

**COMMENT:** Program's success depends on *Mr. Fixer's* ability to get results from his requests. The more results, the more requests. And so grows the show. *Mr. Fixer's* role must be handled by a resourceful person able to act in any kind of emergency. He must be well acquainted with the home town, have a host of connections to get results.

## Leatherette Binders

for

### RADIO SHOWMANSHIP

The compact way of keeping your issues in a permanent, chronological group.

Holds 18 Issues

One Dollar

**RADIO SHOWMANSHIP**

11th at Glenwood

**MINNEAPOLIS**





# SHOWMANSHIP IN ACTION

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

## Automobiles

**BITS FROM THE BATTERIES** Joining the ranks of army program sponsors is CHAMBERS MOTOR Co., who brings to New Castle (Pa.) news of the home boys stationed at Camp Shelby, Miss.

At the time of the boys' exodus, cooperative station WKST broadcast a 30-minute program from the Pennsylvania Railroad station starting from the time the boys marched into the station until the train conductor warned, "All aboard." On the spot was alert sponsor CHAMBERS MOTOR Co. to present the battery with the recording machine to be used for the transcribed shows.

Report from CHAMBERS MOTOR Co.: Day following first broadcast (February 2) a customer strolled in, inquired for "the car advertised on your radio program yesterday." One hour later he drove away in a \$700 used car.

**AIR FAX:** On the Monday, Wednesday, Friday broadcasts, news consists of telegraphed information (sent by a special correspondent) on events of the previous camp day and night, including any unusual training and activities. On Tuesday, Thursday, Saturday, transcribed camp interviews are aired, wherein son John relates his part in the training program, his impressions of camp and army. Commanding officers of the two Batteries, Captains Mitchel and Goehring, personally report to parents and friends on the men's health, general conduct.

Program commercials consist of a 50-word introduction, 100-word major plug on a specific used car, a 50-word sign-off. The used car, not advertised elsewhere, is changed daily.

**First Broadcast:** February 2, 1941.

**Broadcast Schedule:** Daily, 5:40-5:45 P.M.

**Preceded By:** News.

**Followed By:** Ted Steele.

**Sponsor:** Chambers Motor Co.

**Station:** WKST, New Castle, Pa.

**Power:** 1,000 watts.

**Population:** 51,092.

**COMMENT:** No fatigable enthusiasm is that

of home towners for army programs. Just as long as home boys are encamped, so long will sponsor have an attentive—and *appreciative* home audience. For regulations for local radio sponsors who are interested in army camp broadcasts, see January issue, *The Readers Write*, p. 38, for an interesting letter by Edward M. Kirby, newly appointed to the Radio Division of the United States Army. For review of another army program, see *Life in the Army*, February issue, p. 66.

## Beverages

**YOU'RE THE PLAYER** Purely coincidental are the parallel baseball and beverage peak seasons, but the results the COCA COLA BOTTLING Co. of Cincinnati (Ohio) reaped were no coincidence. At the outset of the National League baseball season (about April 15), sponsor took WKRC air time with a baseball quiz program that pulled some 800 letters weekly, gave away some 700 bottles of COCA COLA daily. **Result:** A COCA COLA conscious Cincinnati throughout a hot summer. Sponsor promoted his radio promotion with newspaper ads, moving picture "trailers" in 30 local theaters.

**AIR FAX:** *Game operation:* 18 people are selected from the audience gathered to witness the broadcast. As in a regular baseball game, nine participants are used on each team. WKRC staff men Mike Hunicutt and George Sutherland conduct the show, act as managers of the two teams, each asking the questions of the batters of the rival teams. A correct answer by the batter scores a run; a wrong answer retires the side.

The listening audience is asked to send in questions concerning baseball. If a question is used on a winning team, sender receives the equivalent of a case of COCA COLA; if question is used on a losing team, he contents himself with six bottles of COCA COLA.

After each game, participants on the winning team get six free bottles of COCA COLA; members of the losing team settle for two. Star participant who drives in the winning or tying run gets two free tickets to a Cincinnati Reds ball game. A tally is kept of the number of games won by each team, is displayed for the audience prior to and during each broadcast.

**First Broadcast:** About April 15, 1940.

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

**Sponsor:** Coca Cola Bottling Co. of Cincinnati.

**Station:** WKRC, Cincinnati, Ohio.

**Power:** 5,000 watts.

**Population:** 685,945.

**Agency:** Chester C. Moreland Co.

**COMMENT:** *Timeliness* pays big dividends in radio!

## Home Furnishings

**BACKGROUNDS FOR LIVING** Ideally groomed for furniture stores anywhere is the outstanding program sponsored by Los Angeles' prominent BARKER BROTHERS. Originally

initiated to boost BARKER BROTHERS' Small Home Department, the show has increased general traffic, upped sales throughout the entire store.

Thrice weekly, home decoration expert Edgar Harrison Wileman, BARKER BROTHERS' consultant in charge of their Home Advisory Bureau, schools California women in tasteful home decoration within a given income.

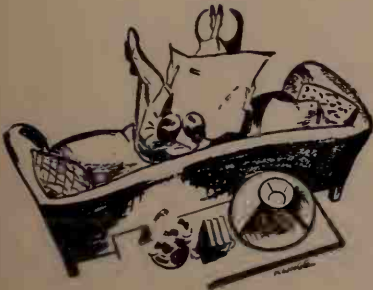
*Results:* 1) Traffic through the Small Home Department has doubled; personnel increased. 2) Following an announcement made at the end of just three 15-minute programs, 1,500 requests were received for booklets on interior decoration. 3) A two-day questioning of cash customers showed a 58% listening patronage. 4) Sales were conclusively traced directly to the program through the Home Advisory Bureau manager's conversations with customers.

But mass enthusiasm for a program just doesn't sprout overnight. *It must be mustered.* BARKER BROTHERS promotion is persistent, consistent: 1) For the first five or six weeks of *Backgrounds for Living*, every bit of regular newspaper advertising plugged the program. 2) Every elevator in the store has its own sign repeating the story. 3) Store windows illustrate ideas discussed on the program. 4) Department heads are advised of subjects currently discussed. 5) Audience shows are staged from the BARKER BROTHERS' auditorium at eight-week intervals. 6) Mr. Wileman, his reputation ever expanding as an authority with furniture facts at his fingertips, accepts engagements to address club groups, doesn't overlook the opportunity to boost the program.

**AIR FAX:** Broadcasting right from the BARKER BROTHERS stronghold, specialist Wileman organizes his program broadly to include *Home Planning* (selection of building lot, architectural forms, floor plan, points on convenience of layout, etc.); *Home Decoration* (interior wall treatment, etc.); *Home Furnishings* (furniture placement and grouping, selection of draperies and upholstery fabrics, accessories, styles of furniture, i.e., Eighteenth Century, Early American, Maple, etc.).

*First Broadcast:* August 14, 1939.

*Broadcast Schedule:* M-W-F, 2:15-2:30 P.M. (Summer months one weekly broadcast, Wednesday).



*Followed By:* Scattergood Baines (CBS Dramatic Serial).

*Competition:* Lone Journey (NBC Dramatic Serial); News.

*Sponsor:* Barker Brothers.

*Station:* KNX, Los Angeles, Calif.

*Power:* 50,000 watts.

*Population:* 1,496,177 (1940).

*Agency:* Marion Kyle Advertising Agency.

**COMMENT:** Emphasis and strength of this program lies in its *service* to women: Valuable ideas, money-saving suggestions, aid in tasteful home decoration within individual incomes. A functional program (i.e., one whose entertainment features are closely integrated with the product it is selling) has a much more restricted audience, usually falls down on most general surveys. But what the survey figures don't show is the more intensive selling job it accomplishes with the steady audience it does pull.

## Gasoline

**D-X SPECIAL 45-MINUTE NEWS BROADCAST** On January 24, 1941, MID-CONTINENT PETROLEUM CORP. stretched its 15-minute news program to 45 minutes, congregated company notables from sections of the country, commemorated its 1,200 broadcast of the regular late evening news on Des Moines (Ia.) station WHO.

Dramatic dedication was punctuated by music from the WHO 20-piece studio orchestra. This special program consisted of 1) a resurrection of the headline (headache) world events since inception date of MID-CONTINENT's broadcasts (October 10, 1937); 2) transcribed excerpts of momentous speeches by world leaders; 3) brief remarks by Harry Flory, European manager for United Press, just returned to these shores; 4) other addresses by J. O. Maland, vice-president and manager of WHO, Henry Wurster, manager of Northern Division for MID-CONTINENT; R. W. McDowell, vice-president of MID-CONTINENT PETROLEUM CORP. Officiating were announcer Jack Kerrigan and *Diamond D-X* news reporter Bob Burlingame.

**AIR FAX:** *Broadcast Schedule:* Regular program: Daily, 10:15-10:30 P.M. Special broadcast: 10:00-10:45 P.M.

*Preceded By:* Fred Waring in *Pleasure Time* (NBC).

*Followed By:* Woody Herman's Orchestra (NBC).

*Sponsor:* Mid-Continent Petroleum Corp., Tulsa, Okla.

*Station:* WHO, Des Moines, Ia.

*Power:* 50,000 watts.

*Population:* 142,559.

**COMMENT:** Special commemorations not only add prestige to a program and its product, but also stimulate interest for more loyal listening.

## Livestock

**LIVESTOCK AUCTIONS** Direct from the arena of the CLOVIS LIVESTOCK SALES Co. pavilion has come the voice of the auctioneer over Clovis' (N. M.) station KICA for the past two years.

Twice weekly he has begun with a description of the sale cattle, horses, mules, wheeled his audience into bidding, successfully concluded the sale during air time. Mutual advantage of broadcast auctions have been expressed by sponsor and farmers, ranchers, livestock men. During the summer months, when livestock is scarce, radio time is curtailed to a weekly half-hour, the horse-mule and cattle sale combined.

**AIR FAX:** Program is entirely ad-libbed, entrusted in the deft hands of the auctioneer.

*Broadcast Schedule:* W-F, 2¼ hours weekly.

*Preceded By:* Moments in Melody.

*Followed By:* What Is it?

*Sponsor:* Clovis Livestock Sales Co.

*Station:* KICA, Clovis, N. M.

*Power:* 100 watts.

*Population:* 13,590.

**COMMENT:** In whatever commercial field auctions have been used—automobile, tobacco, livestock—they have been found to be effective radio material.

## Meat Products

**KIDDY CLUB** Just to bring a gift of food home for mother, children in Little Rock, Ark. have been putting on a kid show over KARK for two years. The program is completely unrehearsed. Two sponsors share time—C. Finkbeiner, CAPITAL PRIDE MEAT PRODUCTS sponsors the first half-hour. MEYER'S BAKERY handles the second half-hour.

Child entertainers are picked at random from the Saturday morning audience. They do whatever they like on the show. Spontaneity of child talent turns the trick. Like "Bright Sayings of Children," one never knows what will come out. Versatile Paul Godt, KARK's program director, accompanies the children on the piano.

Advertising tie-ins include a weekend feature of special items in the stores carrying Finkbeiner's products and Meyer's bakery goods. One of the items featured—pound of butter, a ham, a cake or loaf of bread—is given to each child who entertains. These gifts for the family larder, plus the opportunity to appear over the air, have been drawing a full audience every Saturday morning for two years.

Stores throughout Arkansas carrying these products report rushing weekend business. Truck signs, point of sale signs plug the show.

**AIR FAX:** Two half-hour children's shows with spontaneous, unrehearsed entertainment by members of the audience.

*Broadcast Schedule:* Saturday morning.

*Sponsors:* Capital Pride Meat Products, Meyer's Bakery.

*Station:* KARK, Little Rock, Ark.

*Power:* 1,000 watts.

*Population:* 110,000.

**COMMENT:** *Kiddy Club* proves two things. 1) You don't have to flaunt dolls and bicycles in children's faces to attract them. 2) Juvenile shows bring adult sales response.

## Tobacco

**FARM MARKET REPORTER** No gamble for the sponsor desiring an "in" on farm radios is a program patterned after *Farm Market Reporter*. Tried, tested, the program delivers sure-fire material—farm news about crops, farming in general, up-to-date market prices on cattle, dairy products, chickens, etc.

Not content merely to have the information there for the turning of the dial, sponsor P. LORILLARD Co. focuses attention on promotion, makes certain that every farmer is aware of the program. *Publicity barrage:* Letters to all farm bureaus and county agents in Michigan calling attention to the program, requesting they call it to attention of all their farmer contacts; a green seal ("Tune in Farm Market News Monday thru Friday, etc.") is attached to all invoices and letters released by the Michigan Livestock Exchange; each station of the Michigan Radio Network plugs the shows with special announcements.

**AIR FAX:** For greater program prestige, specialist George J. Boutell, manager of Michigan Livestock Exchange, quotes the market prices, in addition to the *Farm Market Reporter* himself. Musical spice is supplied by the Hayloft Serenaders under Pete Angel's direction.

*First Broadcast:* January 6, 1941.

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

*Sponsor:* P. Lorillard Co. (makers of Union Leader Tobacco).

*Stations:* WXYZ, Detroit (key station, from which program originates); WIBM, Jackson; WFDF, Flint; WELL, Battle Creek; WJIM, Lansing; WBCM, Bay City; WOOD, Grand Rapids (Mich.).

*Total Population:* 2,239,249.

*Agency:* Lennen & Mitchell, New York, N. Y.

**COMMENT:** Unique problem facing the national sponsor who wants to reach a farm audience: Realizing that farm news is the farmers' most vital interest, he nonetheless cannot buy network time to reach farmers throughout the nation in one compact program. Fruit farmers in California do not have the same interests as Minnesota wheat growers; Carolina tobacco raisers switch off their dials at Montana cattle prices. Best solution to the problem is the regional network.





## Women's Wear

**BOY COMMENTATOR** While hidebound wiseacres wagged their heads, common-sensical CHARIS CORSET SHOP crowded over its brand new "ear-opener" news program. Determined to lift its program out of the ruck, sponsor signed as news commentator 16-year-old, tall, lean, quick-thinking radioracle Buddy Darezzo. With a thirst for fresh ideas, Darezzo presents a vibrant account of personalities in the news, human interest stories—"a stereoscope of news pictures of the day, giving a new dimension to events affecting our lives."

No oratorical ingenue, Darezzo first spoke on "Americanism" before a Los Angeles American Legion group at the age of three, has since addressed Rotary, Kiwanis, Lions Club, veteran organizations. At the ripe age of ten, he politicked throughout California delivering 30 campaign speeches for former Governor Frank F. Merriam.

**AIR FAX:** *First Broadcast:* January 5, 1941.

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

*Preceded By:* Home Town Harmony.

*Followed By:* Dance Matinee.

*Competition:* News, Pianist.

*Sponsor:* Charis Corset Shop (bay region distributor of women's foundation garments).

*Station:* KROW, Oakland, Calif.

16-year-old Buddy Darezzo, one of radio's youngest commentators, presents "a stereoscope of news pictures of the day" each Sunday, 2:00 to 2:15 P.M. Buddy does all his own research work after studies at Oakland High School, Oakland, Calif., where he is a junior student.

*Power:* 1,000 watts.

*Population:* 284,063.

**COMMENT:** These days when news programs multiply like flies, progressive sponsors seek an unusual twist to lure listeners. Sponsor CHARIS introduces one outstanding way.

## Leatherette Binders

for

### RADIO SHOWMANSHIP

The compact way of keeping your issues in a permanent, chronological group.

Holds 18 Issues

One Dollar

RADIO SHOWMANSHIP

11th at Glenwood

MINNEAPOLIS



# SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. One dollar will be paid for pictures accepted. If you wish photographs returned, please include self-addressed, stamped envelope.

*Left . . .* Into Buffalo (N. Y.) grocery stores went stations WGR-WKBW with an impressive display of products promoted on their stations. Shoppers were asked to identify the program from the product. Housewives' high scores pleased both station and sponsors!

*Below . . .* When spot announcement buyer FIRST NATIONAL STORES opened two new super-markets in New Rochelle and White Plains (N. Y.), they sponsored 12 interview programs on station WFAS. Special events chief John Dillon quizzes Mrs. Robert Wood as proud store manager Joseph H. McCarthy looks on. Each person interviewed got a two-dollar bag of groceries with the compliments of the new store.







Above . . . A happy group of Kiddy Club participants pause for a moment during the Saturday morning fun. For complete story, see *Showmanship in Action*, p. 106.

Right . . . Alice Meredith receives a call on the line, 2241, made famous by JULIE'S, INC., Columbia (Mo.) women's specialty shop. Pianist Carl Stepp intently tries to catch the request. For complete story, see *Proof O' the Pudding*, p. 115.



Below . . . From jampacked KMOX Playhouse in St. Louis, HYDE PARK BREWERIES broadcast their year round Hyde Park Sports Quiz. For complete story, see *Proof O' the Pudding*, p. 112.



# WHAT THE PROGRAM DID FOR ME



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

## Chiropractic

**THE GOOD HEALTH PROGRAM** "This program went on the air over station KIT in Yakima, Wash., approximately twelve years ago. We believe it was one of the very first commercial chiropractic broadcasts to be used consistently in the United States.

"We have stayed regularly and persistently on the air since that time, because inquiries and patients have come to us in great numbers from a radius of 150 miles, giving *The Good Health Program* as their source of information in regard to our location and type of health work.

"We have found this medium, radio, to produce more traceable returns than any other we have ever used, including display newspaper advertising and extensive direct by mail circulation. Our program has definitely been the answer to our educational and publicity problem."

F. M. Begg, D.C., Ph.C.  
*The Chiropractic Clinic*  
Yakima, Wash.

**AIR FAX:** For complete information, see *Proof O' the Pudding*, page 112.

## Dairy Products

**THE BIRTHDAY CLUB** "Our radio program, *The Birthday Club*, originated at our home office in Abilene, Texas, nearly three years ago. We have had in the neighborhood of 152 consecutive broadcasts over the Abilene station, and Saturday was our 47th here in Big Spring.



"While we have enjoyed a nice healthy increase in business during the last three years in Abilene, our paramount idea in this program is a definite tie-up with the milk buyers of tomorrow. The slogan of our products is 'they taste better,' and we firmly believe if these children are given an opportunity of shouting that slogan at least twice during the 30-minute broadcast, naturally, when they become the milk buyers of tomorrow, they will turn to the products 'that taste better.'"

"Our Abilene club started with 200 members and now has over 1,800. Our club here in Big Spring started with 150 almost a year ago and now numbers 700."

Eunice Bennett Hurd  
*Educational Director*  
*Banner Creamery*  
Big Spring, Texas

**AIR FAX:** Every Saturday afternoon *The Birthday Club* meets at a local theater. Club members entertain from the stage, have an informal good time, beam with excitement when their birthdays are acknowledged.

*First Broadcast:* July, 1940.

*Broadcast Schedule:* Saturday, 1:30-2:00 P.M.

*Sponsor:* Banner Creamery, Abilene, Texas.

*Station:* KBST, Big Spring, Texas.

*Power:* 100 watts.

*Population:* 17,500.

**COMMENT:** Farsighted sponsor has applied an age-old principle to business, i.e., by imprinting indelibly certain facts on impressionable young minds, those facts will carry over into maturity. It recalls to mind a favorite saying of noted educators: "Give us a child between the ages of five and nine, and you can have him the rest of his life."

## Electric Appliances

**KELVINATOR KOMPOSITIONS** "This series of programs started February 10 (on WIS, Columbia, S.C.) for this year and will continue five days per week straight through until August 1, 1941. Frankly, the results we are obtaining are astounding. (Sponsor has used radio continuously in the immediate past.)

"We have just receive the following wire:

'Figures just released show CAROLINA SALES CORPORATION to be number one outlet in the United States with 238% dealer sales against quota October through January stop Congratulations to you, Ed Rawl, your wholesaler, and your entire organization for this fine performance stop Let's encourage everyone of your dealers old and new to guard this lead throughout the year'—signed Kelvinator Tasker."

E. E. Rawl  
Sales Manager  
Carolina Sales Corp.  
Greenville, N. C.

AIR FAX: The same popular recording program is aired in other towns within the Carolina Sales Corp's territory.

Broadcast Schedule: M-W-F, 8:30-8:45 A.M.

Preceded By: Rhythm Makers.

Followed By: Novelettes.

Sponsor: Carolina Sales Corp., Greenville, N. C., distributor for Kelvinator refrigerators.

Stations: WIS, Columbia, S. C.; WPTF, Raleigh, N. C.

Power: WIS, 5,000 watts; WPTF, 5,000 watts.

Population: Columbia, 71,704; Raleigh, 37,379.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Here is one case where radio can really take a pat on the back. KELVINATOR's leading wholesaler considers results from radio outstanding.

Surprising indeed is the effectiveness of this simple radio campaign: Popular music, repeated daily at a time when housewives like to listen to music.

## Ice-Fuel

MORNING MATINEE "This program was started on December 5, 1938, to sell the output of a newly reopened coal mine owned by DES MOINES ICE AND FUEL Co. The plan is simple, involving careful selection of good transcribed music. During the program, two straightforward, factual commercials are used.

"Within a month, definite selling impact was felt. Coal was being featured exclusively. Voluntary orders came in on the strength of the program.

"Following this early success, the program was switched to refrigerators and ice, and again proved effective in getting prospects for ice refrigerators, and, incidentally, ice. The program also has had an excellent inspirational effect on personnel, particularly the ice and fuel service men who are constantly in touch with the consumers. It has been found that a housewife's mention of the program has a fine effect on the men.

"No definite figures on sales increase are available because other media, as well, are used. However, the fact that the program is

now in its third year is evidence of its value."

David Ainsworth

Vice-President

Cary-Ainsworth, Inc., Advertising  
Des Moines, Iowa

AIR FAX: First Broadcast: December 5, 1938.

Broadcast Schedule: Monday thru Saturday, 8:30-8:45 A.M.

Preceded By: Wake Up and Live.

Followed By: Newsreel of the Air.

Competition: The Breakfast Club (NBC); The O'Neils (NBC Dramatic Serial).

Sponsor: Des Moines Ice & Fuel Co.

Station: KRNT, Des Moines, Ia.

Power: 5,000 watts.

Population: 159,819 (1940).

Agency: Cary-Ainsworth, Inc.

SAMPLE SCRIPT AVAILABLE.

COMMENT: Interesting is Mr. Ainsworth's comment that *Morning Matinee* has had excellent effect on sponsor's service men.

## Women's Wear

2241 "Being a college shop in a college town, we have long been faced with the problem of reaching students who, through our observation, pay little or no heed to newspaper or direct mail advertising. This is understandable since a student's day is crammed with things far more important to him than the reading of advertising matter.

"We feel that 2241 has solved our problem. We know it has a large student audience, and through the use of light, breezy copy, we feel we have definitely accomplished our purpose. We know we have firmly established our slogan, 'Truly Columbia's Dominant Shop,' in the minds of thousands of students; and if that fact has been established, they must also have absorbed at least portions of the copy which precedes our slogan.

"One thing that may be of special interest is the increased men's patronage for gifts. Almost every owner of a women's shop knows only too well the sheepish expression of a man as he walks through the door. We can't claim to have eliminated that expression, but through constant plugging on 2241, we have been able to draw more and more men, even though they band together in threes, fours, or even sixes for 'protection.'

"All in all, we cannot help but feel that 2241 has contributed in a large way toward enabling us to remain 'Truly Columbia's Dominant Shop'."

S. C. Steinberg

Owner, Advertising Manager

Julie's, Inc.

Columbia, Mo.

AIR FAX: For complete story of 2241, see *Proof Of the Pudding*, page 115.



## PROOF O' THE PUDDING

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

### Beverages

**QUIZ OF TWO CITIES** Since October, 1938, the GUNTHER BREWING Co. has been keeping residents of Baltimore, Md. and Washington D. C. in a civic hubbub. They pit the rival cities against each other in a quiz contest aired on local stations WFBR in Baltimore and WMAL in Washington D. C.

*Program popularity evidence:* Each year, GUNTHER'S is forced to hire a mammoth auditorium for several broadcasts to take care of back requests for tickets, which have pyramided into the thousands.

*Earnings:* Just for appearing before the mike, contestant gets two silver dollars. For the right answer to the special bonus question, ten more silver dollars are added; if all four questions are answered correctly, three more dollars are awarded—a total of 15 dollars for each participant, 120 dollars in all.

Sole show promotion is the air offer of a five-dollar cash award for every bonus question sent in and used on the program. Merchandising tie-in is a mass display of the brewery products, artfully arranged in the corridor outside the studio where the broadcast originates.

**AIR FAX:** With the two competing teams located in separate cities, quizzers can use the same sets of questions, truly test contestants' superiority. For the listening audience, it's a match that calls for keeping score and rooting for the home team in the manner of an athletic contest. Emcees Henry Hickman (Baltimore) and Bryson Rash (Washington) deftly play on town rivalry.

*First Broadcast:* October, 1938.

*Broadcast Schedule:* Thursday, 7:30-8:00 P.M.

*Preceded By:* John W. Vandercook (NBC News).

*Followed By:* Good News (NBC).

*Competition:* Vox Pop (CBS); Confidentially Yours (MBS).

*Sponsor:* Gunther Brewing Co., Baltimore, Md.

*Station:* WFBR, Baltimore, Md.

*Power:* 5,000 watts.

*Population:* 854,144 (1940).

*Agency:* Ruthrauff, Ryan, Inc.

Patented by Albert B. Buffington, station WFBR.

SAMPLE SCRIPT AVAILABLE.

**COMMENT:** Primary function of most quiz shows is to promote rivalry between individuals. *Quiz of Two Cities* is one of the outstanding examples where team competition has been successfully substituted. Other natural rivalries: Between big industries, schools, organizations, professions.

### Beverages

**HYDE PARK SPORTS QUIZ** A local application of network *Information, Please* in the sports field is this popular St. Louis program broadcast directly from the KMOX Playhouse studio before a studio audience. Now in its second year, the show pulls a heavy mail response running into several hundred weekly questions and requests for studio tickets.

A strong believer in merchandising tie-ins, sponsor HYDE PARK promotes its sports quiz with outdoor posters, window displays, car cards, newspaper space, announcements on KMOX.

**AIR FAX:** Recognized sports authority France Laux puts the questions to his "board of sports experts," consisting of Jim Gould and C. Roy Stockton of the ST. LOUIS POST DISPATCH sports staff and former All American half-back Cy Casper, now a St. Louis radio sportscaster. A fourth member is invariably an outstanding figure in the sports world.

Two dollars is awarded for each question used on the program. If the experts can't answer the question, sender gets four dollars, and the question is open to anyone in the studio audience who volunteers to answer in hopes of winning a cash award.

*First Broadcast:* January 23, 1940.

*Broadcast Schedule:* Friday, 6:30-7:00 P.M.

*Sponsor:* Hyde Park Breweries Assn., Inc.

*Station:* KMOX, St. Louis, Mo.

*Power:* 50,000 watts.

*Population:* 1,141,593.

*Agency:* Ruthrauff & Ryan.

**COMMENT:** Capitalizing on the tremendous American interest in sports, this type of program, when properly presented, can be adapted to almost any type of business appealing to men anywhere.

### Chiropractic

**THE GOOD HEALTH PROGRAM** Some twelve years ago in Yakima (Wash.), a nucleus of chiropractors organized under the supervision of Dr. F. M. Begg, became known as THE CHIROPRACTIC CLINIC. Three years later (1932) the organization took KIT air time with an ambitious program of three half-hours weekly, became





radio pioneers in their field. Radio crusader Dr. Begg went on the air, conducted "cards on the table" conversations with his listeners, sought to explain in layman language the chiropractic system, its operation and benefits. Today, as Yakima's leading chiropractors, THE CHIROPRACTIC CLINIC surveys nine years of broadcasting, attributes success to radio.

**AIR FAX:** Light classical music fills the interludes between Dr. Begg's talks.

**First Broadcast:** 1932.

**Broadcast Schedule:** M-W-F, 1:00-1:30 P.M.

**Preceded By:** Muse and Music (Don Lee Network).

**Sponsor:** The Chiropractic Clinic.

**Station:** KIT, Yakima, Wash.

**Power:** 1,000 watts.

**Population:** 36,326.

**SAMPLE SCRIPT AVAILABLE.**

**COMMENT:** With its need for building confidence, the chiropractic field has proved fertile ground for radio programs which explain its methods of operation. For sponsor comment, see *What the Program Did for Me*, page 110.

### Dairy Products (Others)

**TEN O'CLOCK CLUB** Six nights weekly, members of the *Ten O'Clock Club* meet for a two-hour, recorded, musical session on station KVFD (Fort Dodge, Ia.). It's a late hour show that has netted over 20 participating sponsors direct results.

With inconsistency its sworn policy, the club presents in the course of the musical program a newscast. News sponsor **GOLD BAR DAIRY & CONFECTIONERY**, using no other advertising medium, proudly reports an unprecedented ice cream-buttermilk business. At any time, "Dean" Bob Carson is apt to bring live talent to the mike. To high schools, other organizations are dedicated occasional meetings. Even studio visitors are put to work—reading commercials!

Originally aired 10:00-11:30 P.M., the club is now called to order half an hour earlier, as a result of a host of new sponsors and some 300 nightly calls. Revealed by telephone checks is a steady busy signal on three, jampacked, trunk lines during the two-hour program.

**AIR FAX:** *Introduction:* "The ticket of admission, always, is just a smile and a dial. The password, our phone number, Walnut 3761."

**Broadcast Schedule:** Monday thru Saturday, 9:30-11:30 P.M.

**Preceded By:** Music Box Revue.

**Followed By:** Slumber Music.

**Sponsor:** Gold Bar Dairy & Confectionery (Others: Gillman Drug Store, Health Kraft Institute, Hi Ho Tap Room, Walrod Clothing Co., Mid Bell Music Co., Ewald Trost Insurance Service, Scandia Bakery, etc.).

**Station:** KVFD, Fort Dodge, Ia.

**Power:** 250 watts.

**Population:** 21,895.

**COMMENT:** One solution to the age-old radio problem of providing quality advertising at low cost to the small merchant has been found in the nighttime recorded request program. The more informal that program can be, the greater its chance for success.



Before and after, the KVFD (Fort Dodge, Iowa) *Ten O'Clock Club*. Announcer Bob Carson starts the two-hour musical request session fresh as the proverbial daisy, ends up in a somewhat wilted condition.



## Department Store

**TELEPHONE QUIZ** Success story: On one of its *Telephone Quiz* programs, sponsor EARL GROTH & Co. promoted heavily a sale on towels for the following day. Pandemonium broke loose the next morning when Fort Wayne (Ind.) housewives sardined into the department, very nearly cleaned it out, rang up for this department its biggest sale day in the history of the store.

Efficient sponsor conducts regular store meetings, which include important discussions about the program and the commercial copy for each individual show. Clerks are directed to remember the product plugged on each program, emphasize these products, if possible, in any casual consumer conversations, regardless of their own department.

**AIR FAX:** Each Wednesday, Friday night during the program the announcer invites anyone to call in; he answers the telephone on the air, asks a typical quiz question. For every correct answer, a merchandise prize is awarded. Capable emcee connects some 10 to 15 calls per quarter hour.

*First Broadcast:* December 11, 1940.

*Broadcast Schedule:* Wednesday, Friday, 8:00-8:15 P.M.

*Preceded By:* Information, Please (NBC Red).

*Followed By:* Basketball.

*Competition:* Gang Busters.

*Sponsor:* Earl Groth & Co.

*Station:* WGL, Fort Wayne, Ind.

*Power:* 250 watts.

*Population:* 117,246.

*Agency:* Louis E. Wade, Inc.

**COMMENT:** Many time buyers, new to radio, expect the program to do it all. Their attitude: "All right, I'm buying time. Now show me what it can do for me." Cooperative attitude like sponsor GROTH's oftentimes means the difference between failure and results. Sponsor should get his entire staff behind the program, make them aware of every program promotion.

## Drug Products

**PONY EXPRESS ROUNDUP** Flexible unit on station KFEQ is this three-year-old variety show varying in length according to the number of products sponsor CONSOLIDATED DRUG TRADE PRODUCTS Co. is promoting. Originated as a half-hour show, it now fills the daily hour between three and four in the afternoon.

*Sales stunt:* Each product has its own premium. Present give-aways in return for box tops: PERUNA, a Bible Story Book; KOLOR BAK, a dictionary; F. A. STUART TABLETS, a gold cross and chain; KELPAMALT, a liberal sample to everyone sending in a post-card requesting the product. Here's what the mail man brought the past three months:

	Nov.	Dec.	Jan.
F. A. Stuart Co.	771	1324	1260
Kelpamalt	562	1600	1296
Peruna	337	956	1123
Kolor Bak	41	74	108

**AIR FAX:** Variety is the policy. Music prances from hillbilly to classical, includes popular, instrumental, vocal. Entire KFEQ staff of 12 entertainers is rounded up, oblige with musical requests, anniversary and birthday announcements, friendly humor. KFEQ program manager Harry Packard is in the driver's seat of the pony express.

*Broadcast Schedule:* Monday thru Saturday, 3:00-4:00 P.M.

*Preceded By:* Minor Clites.

*Followed By:* Donna Lee.

*Sponsor:* Consolidated Drug Trade Products Co., Chicago, Ill. (makers of Peruna, F. A. Stuart Tablets, Kelpamalt, Kolor Bak).

*Station:* KFEQ, St. Joseph, Mo.

*Power:* 2,500 watts.

*Population:* 88,908.

*Agency:* Benson & Dall, Inc., Chicago, Ill.

**COMMENT:** Important point to remember when dealing in premiums is to pick the premium with appeal for the audience *you want to reach*. For successful give-aways, study your location, your entertainment, your product.

It's difficult to draw conclusions from CONSOLIDATED DRUGS' results on their various premiums. Most interesting and certainly most effective is their attempt to sample KELPAMALT by mail.

## Men's and Women's Wear

**PIN PATER** January 19, 1941 sponsor GRAFF'S, INC. launched a bowling program on New Orleans station WWL. One month later, they viewed with eye-blinking delight a 23% sales swell. Furthermore, bowling alley proprietors showed their gratitude by dropping sale of bowling shoes, similar equipment, referring fans to GRAFF'S. Indicative of audience scope is the influx into GRAFF'S of bowling addicts. Approximately 400 of the 800 bowling league members have called at the store.

*Apt promotion:* Enclosed in all mail leaving GRAFF'S are mail pieces in the shape of bowling balls, trumpeting *Pin Pater*.

**AIR FAX:** Bowling expert Al Godwin delivers a brief editorial, announces the past week's honor roll of outstanding bowlers, interviews a big-name bowler.

Consistent sponsor sends Godwin to all strategic bowling meets. From the Southern Bowling Congress in Nashville (Tenn.) Godwin reported to home fans by direct line. In April he'll make a bowling pilgrimage to St. Paul (Minn.) with the New Orleans team for firsthand information on the American Bowling Congress convening there.

*First Broadcast:* January 19, 1941.

*Broadcast Schedule:* Sunday, 12:15-12:30 noon.

*Preceded By:* Mass from Holy Name Church.

*Followed By:* News.

*Competition:* Vass Family (NBC Musical group).

Sponsor: Graff's, Inc.  
Station: WWL, New Orleans, La.  
Power: 50,000 watts.  
Population: 473,225.

**COMMENT:** Here's the reasoning which set this sponsor on the profit track: If a store associates itself with a sport enjoying a phenomenal popularity rise, can it cash in on that popularity? Sales figures were quick with the answer!

## Tobaccos

**BASEBALL RE-CREATIONS** Important WIND (Chicago, Ill.) program throughout the baseball season is this regular, evening, half-hour re-enactment of the game played that day.

*Proof of audience:* In 1940, a baseball pencil set was offered for six LA FENDRICK cigar bands and ten cents. Response to this offer, which ran four weeks, netted an average of 200 requests weekly. In 1938, erstwhile sponsor THOMPSON'S RESTAURANTS conducted a contest to select the most popular baseball player on the two Chicago major league teams, offering a \$500 prize to the winner. In 10 days, 11,000 mail pieces came to the station, 27,000 votes were polled in stores.

**AIR FAX:** Jack Drees, whose sports announcing was preceded by an athletic career at the University of Iowa, where he was awarded all-conference honors in the Big Ten, reports the play-by-play broadcasts from a WESTERN UNION ticker. Days when neither the Cubs nor Sox are in the field, the game of chief interest played by two other Major League teams is broadcast.

*Broadcast Schedule:* Monday thru Friday, 7:00-7:30 P.M.

*Sponsor:* For 1941: Congress Cigar Co., for La Palina Cigars.

*Station:* WIND, Chicago, Ill.

*Power:* 5,000 watts.

*Population:* 3,384,556 (1940).

*Agency:* Marschalk & Pratt.

**COMMENT:** While on-the-scene broadcasts of Chicago baseball games have a huge audience, at least a million employed men cannot hear these games. Furthermore, at 5:00 or 5:30 P.M., when they quit work, the newspaper editions then on sale do not carry the complete play-by-play account of that day's game. That baseball fans want this play-by-play account is indicated by the fact that it is the main feature of the sports pages on both the final edition of the evening papers, and the early morning papers.

## Women's Wear

2241 First indication of this request program's popularity came from the telephone company, who presented the ultimatum: "Change the program or the time—you're

loading the lines!" Columbia's (Mo.) station KFRU changed the time.

Sponsor JULIE'S, INC., women's specialty shop, also made changes—in its advertising appropriation. Formerly, its entire budget had gone to newspapers, direct mail, radio spot announcements, other media. September last, cajoled into giving radio a substantial test, sponsor presented 2241 on a month's trial. *Outcome:* A six months renewal, complete reshifting of the advertising appropriation. Today radio gets 80% of JULIE'S budget, sponsor reports increases over last year in every department of his store.

*Specific results:* An announcement for SCHIAPARELLI'S "Shocking" perfume, labeled "Scamp Package" and tagged \$7.50, sold out complete stock. A like announcement on ELIZABETH ARDEN candy cane cosmetic line brought like results. Significant fact is that neither item had been advertised in any other medium, nor had they been displayed in window or show case. *They were sitting on the back shelf of the store. Radio had beaten a track to them.*

As exclusive Columbia representative for MADEMOISELLE MAGAZINE's fashions, sponsor plugged this fact for the benefit of women at the University of Missouri, Stephens College, Christian College. 2241 brought college callers.

**AIR FAX:** Girl announcer Alice Meredith sits at the telephone directed into the studio, receives requests for musical numbers on the now famous telephone number, 2241. At her elbow sits pianist Carl Stepp, prepared to play anything that may suit the fancy of a college coed or a Columbia housewife. In its sophomore days, 2241 played requested tunes in their entirety; now it tries to satisfy more customers by obliging with a few bars of each song. Miss Meredith also delivers the commercials in a light, breezy vein.

*First Broadcast:* September, 1940.

*Broadcast Schedule:* Monday thru Friday, 1:30-2:00 P.M.

*Preceded By:* Symphony Music.

*Followed By:* News.

*Sponsor:* Julie's, Inc.

*Station:* KFRU, Columbia, Mo.

*Power:* 1,000 watts.

*Population:* 14,967.

## SAMPLE COMMERCIALS AVAILABLE.

**COMMENT:** The importance of experimenting with various radio program ideas until the right one is discovered cannot be too often repeated. Risk is involved, to be sure, but the possible gains are worth striving for.

While other media are doing good jobs for retailers, radio, when it strikes a responsive audience, does an *outstanding* job. In almost every town, you can find businesses that have grown, not overnight, but after nights and days of consistent radio advertising. For sponsor comment, see *What the Programs Did for Me*, page 111.

# TRENDS

A rating of program patterns based on a special survey of outstanding, locally-sponsored radio programs throughout the country. Let the TREND of these ratings, month to month, be your guide to better buying.

## PROGRAM RATINGS, FEBRUARY, 1941

Type	Rating	Last Month	Change
MUSIC	33%	35%	-2%
NEWS	21%	22%	-1%
QUIZ	11%	10%	+1%
INTERVIEWS	9%	*	*
TALKS	7%	*	*
SPORTS	7%	6%	+1%
DRAMA	6%	6%	....
COMEDY	6%	6%	....

\*See story below for complete details.



GROUPS	Men	Women	Children
Music	28%	36%	37%
News	26%	20%	9%
Talks	5%	10%	3%
Interviews	8%	10%	12%
Quiz	11%	11%	10%
Drama	4%	5%	15%
Sports	13%	2%	4%
Comedy	5%	6%	10%

### BREAKDOWN

To define more clearly each of the classifications used in these surveys, it is necessary from time to time to break them down into their component parts.

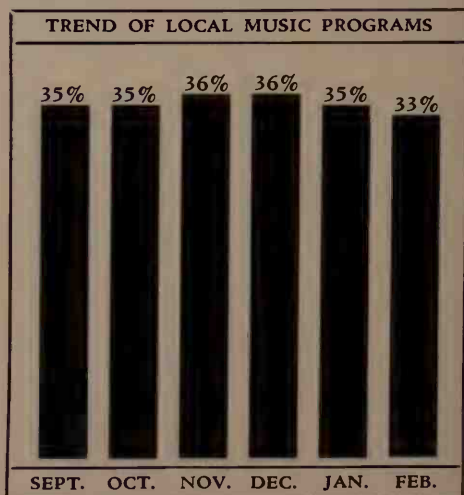


For the past six months, *talks and interviews* have been tabulated under a single heading, and programs included in the grouping ranged from cooking lectures to man-on-the-street broadcasts.

Starting this month, a complete separation has been undertaken. Under the heading, *talks*, will come all locally-sponsored cooking lectures, shopping columns, shows giving fashion or interior decoration hints, swap shows, etc.

Under the heading, *interviews*, will come that very popular character known the country over as the "man-on-the-street," alias the man who meets the trains, the man who came to dinner, also the man who just sits in his studio and interviews visiting celebrities. Definitely not in this classification are programs where competition for prizes is all-important. These we categorize as *quiz* shows.

Interesting to note in our last glance at the combined heading, *talks and interviews*, (see graph) is that there has been a definite upswing in the trend of this type of program pattern in the past few months. Which of the two factors, *talks* or *interviews*, caused this rise will be disclosed in the months to come.



IN the light of current developments in the radio industry, *music* is the most interesting of all trends to follow. In keeping with the purpose of this survey, this graph reflects only outstanding, locally-sponsored programs.



# JOHNNY ON THE SPOT

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

How many words should a spot announcement have for greatest effectiveness? Have you ever asked yourself that question? Well, we did.

We turned to businessmen, advertising agents, and radio station executives throughout the country for a possible answer. Here are the first returns of our survey. It is important to note that this is a qualitative, not a quantitative analysis. It doesn't tabulate the *number* of 50-word announcements being used today, etc. Instead, it tells which percentage of the *very best* announcement campaigns on each station are 20 words, which are 50 words, etc. It is confined, of course, only to *local* sponsors.

## GENERAL APPEAL

A.		20 word announcements	11%
B.		50 word announcements	18%
C.		100-125 word announcements	71%
Total			100%

## ANNOUNCEMENTS

Directed to Women Only

A.		20 word announcements	8%
B.		50 word announcements	14%
C.		100-125 word announcements	78%
Total			100%

## ANNOUNCEMENTS

Directed to Men Only

A.		20 word announcements	17%
B.		50 word announcements	6%
C.		100-125 word announcements	77%
Total			100%

# YOURS for the asking

ADDRESS RADIO SHOWMANSHIP  
11th at Glenwood, Minneapolis, Minn.

## SAMPLE SCRIPTS AVAILABLE

- Automobiles*—Mr. Yes and No (see Sept. issue, p. 32).
- Bakeries*—Musical Arithmetic (see Feb. issue, p. 72).
- Building Materials*—Homers at Home (see Feb. issue, p. 58).
- Chiropractic*—The Good Health Program (see pp. 110, 112).
- Dairy Products*—Junior Town (see Dec. issue, p. 136).
- Dairy Products*—Young American's Club (see Nov. issue, p. 110).
- Department Stores*—Hardytime (see Sept. issue, p. 35).
- Drug Stores*—Five Years Ago Today (see Dec. issue, p. 146).
- Electric Appliances*—Kelvinator Kompositions (see p. 111).
- Electric Appliances*—Listen and Win (see Dec. issue, p. 151).
- Electric Appliances*—Prof-it (see Sept. issue, p. 28; Oct. issue, p. 65).
- Flowers*—An Orchid to You (see Sept. issue, p. 35).
- Fuel*—Smoke Rings (see Dec. issue, p. 126).
- Garages (Others)*—Boarding House (see Feb. issue, p. 73).
- Gasoline*—Home Town Editor (see Oct. issue, pp. 73, 74).
- Gasoline*—PDQ Quiz Court (see Dec. issue, p. 134).
- Groceries*—Food Stamp Quiz (see Sept. issue, p. 33).
- Groceries*—Imperial Interlude (see Nov. issue, p. 107).
- Groceries*—Matrimonial Market Basket (see Dec. issue, p. 154).
- Groceries (Wholesale)*—Hoxie Fruit Reporter (see Jan. issue, p. 34).
- Groceries (Wholesale)*—Market Melodies (see Oct. issue, pp. 73, 74).
- Groceries (Wholesale)*—Women's Newsreel of the Air (see Oct. issue, p. 63).
- Ice-Fuel*—Morning Matinee (see p. 111).
- Laundries*—Rock-a-bye Lady (see Feb. issue, p. 47).
- Optometry*—Good Morning, Neighbors (see Jan. issue, p. 35).
- Shoes*—Mr. Fixer (see p. 103).
- Women's Wear*—Melodies and Fashions (see Nov. issue, p. 112).

## SAMPLE TRANSCRIPTIONS

- Betty and Bob (see Oct. issue, p. 53).
- The Enemy Within (see Jan. issue, p. 18).
- Pinocchio (see Sept. issue, p. 11).
- Secret Agent K-7 (see Sept. issue, p. 35).
- Stella Unger (see Feb. issue, p. 56).
- Streamlined Fairy Tales (see p. 90).



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# THE READERS WRITE

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## STELLA UNGER

Sirs:

I have seen the story of *Stella Unger* in the February issue of your magazine, and I believe it is a fine air analysis. I do, however, want to call your attention to something in paragraph three, that is, the reference to our writing and producing these shows right in Hollywood.

It is true that Miss Unger has made some records in Hollywood, and makes trips out there from time to time to interview stars and get material, but her actual recording is generally done in New York.

EDWARD PRICE EHRICH  
Syndicated Program Sales  
NBC Radio-Recording Division

New York, N. Y.

(Based on her long experience in the cinema capital, Stella Unger presents *Hollywood Headliners*, an outstanding, fast-moving, five-minute, behind-the-scene picture of Hollywood, transcribed by NBC Radio-Recording Division, available for local radio advertisers. . . . Ed.)

## SAVANNAH CENSUS

Sirs:

Your story regarding our program, *Musical Arithmetic*, on page 73 of the February issue of *Showmanship* was much appreciated by us. We feel considerable pride in being represented in a magazine with the exacting standards yours has.

However, in relation to the population of Savannah, your account was in error. The 1940 census gave Savannah a corporate population just short of 100,000. Defense activities have swelled this figure by some 30,000 officers and men in the immediate area.

N. W. BRANDON  
Advertising Manager  
Station WSAV

Savannah, Ga.

## THERE'S GOLD IN THESE BARS

(Continued from page 92)

pulls in its audience with suspense and excitement. *Golden Bars* attracts and holds an audience by giving them gentle memories of the past.

FELS-NAPTHA SOAP Co. makes no special demands of Miss Lloyd in the writing of her show. It was originally bought by them because they felt it to have an honest warmth and a definite appeal. The program creates a *golden mood* in accord with the FELS-NAPTHA slogan: "*Golden bars and golden chip; FELS-NAPTHA banishes Tattle-Tale Gray.*"

Rhona Lloyd's golden songs are taking the *gray* out of many a workaday morning. What's more important to the businessman with an eye to his ledger, those same golden songs are selling FELS-NAPTHA soap!

## PUTTING UNITY INTO COMMUNITY

(Continued from page 93)

in national defense endeavors. Mr. Tinsley is an executive in a large wholesale grocery. He was honored with special broadcasts, presented with a bronze plaque designating him as First Citizen.

Looking at the poll from a broad perspective, it was far more than an effort to select just one First Citizen. In many ways, our method is comparable to that used by the Chicago independent grocers who conduct a monthly contest to determine the person who has made the most purchases at their store. From a strictly business point of view, the grocers aren't primarily interested in how many purchases the *winner* made, but instead, the *total* purchases everybody made. Similarly, we give an opportunity to the people of Clarksburg to commend *all* civic work, to appeal for more community progress, and to cement that spirit of home town unity which, wherever it is strong, makes businesses of every kind prosper and flourish.





## NEXT MONTH

**WILLIAM M. HICKEY**, president of JACK, THE TIRE EXPERT, Hartford, Conn., puts in his nomination for the *first* question and answer radio program ever produced in the United States. You'll want to read all the facts in *Tire Sales Thru the Air!*

**SURVEY OF FURNITURE RETAILERS** RADIO SHOWMANSHIP presents the first in its series of Business Surveys. In this, the National Association of Retail Furniture Stores has helped RADIO SHOWMANSHIP uncover the correct answers to selling furniture through radio. How often should radio be used? How much money should be spent? You find the answers to these and many other important questions next month!

### TIMELY NOTE

Because SHOWMANSHIP carries stories that are timed at least a month in advance, this month's issue has been dated *March-April*. Our next publication, released on April 15th, will be dated *May*.



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*THIS IS YOUR SEVENTH COPY OF*

HOWMANSHIP. In it are articles concerning, and detailed descriptions of 34 radio programs as used in 18 different types of business fields. One of these program presentations may prove adaptable in your business. The Editors of RADIO SHOWMANSHIP & MERCHANDISING REVIEW welcome and will promptly answer all correspondence. May you enjoy and profit from this issue.