

NATIONAL BROADCASTING COMPANY
GENERAL HEADQUARTERS
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S Showmanship



JULY 1953

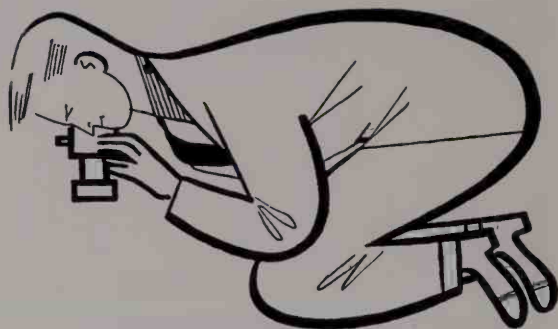
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**Lukens Steel Co., Philadelphia, Pa. . . . Ohio Oil Co.,
Cincinnati, O. . . . National Brewing Co., Baltimore, Md.
Commercial Bank, Ashtabula, O. . . . Plus 35 Others**

SPORTS FEATURES

WORLD'S LARGEST MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

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

JULY

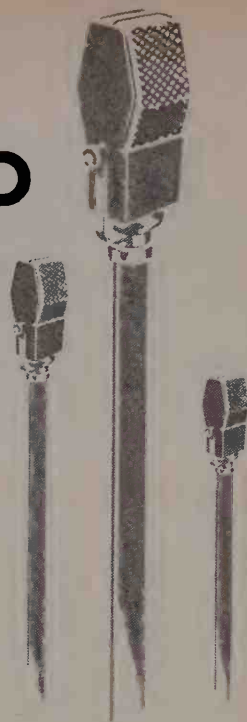
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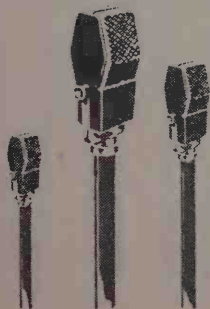
Sponsorship a la carte



You want to reach by radio every market in which you can sell, yet pay only for reaching those you want. Sponsorship of United Press news and news features enables you to gain these twin objectives.

595 stations today are served by United Press — more stations than use all other news services combined. The stations broadcasting United Press news and features reach every size and kind of buying body in every part of the country. The list of them represents a menu of markets of unmatched extent and variety from which sponsors can order a la carte—getting as much as they want, yet only what they want—with the satisfaction of having to pay for only what they get.

Sponsors can have foreknowledge, too, that sponsorship of United Press news and news features pays. We will be glad to send you case histories confirming this—and to give you the names of the stations served in markets you are interested in.



United Press

GIVE 'EM THE OLD 1-2!

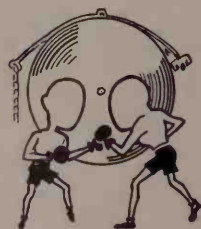
Herbert L. Pettey, Director of Radio Station WHN, New York City, Writes Number 5 in a Series of Showmanship Visitorials

“**G**IVE 'em the old one-two,” a fight trainer constantly reminds a boxer. What he means, of course, is to punch and punch again, and *keep on punching, once you've found an opening.*

The “one-two” strategy also applies to selling merchandise by radio.

It's easy for an advertiser to “find an opening” with intelligent radio programming. When the listener turns on his radio of his own volition, he *invites* your program and leaves himself wide open for your sales message. But chances are you won't get very far with just one program, or with just a few spot announcements on a short-term contract. You'll probably get some results, to be sure, a few sales maybe. But experience proves that results are multiplied *in two ways* through consistent use of the medium.

In the first place, each successive program will reach new listeners whom you hadn't reached before, a new group of prospects altogether. Moreover, a certain number of listeners will like your program so well the first time they hear it that they will tune in your next one, and keep on tuning in *habitually* as long as your program continues to be attractive to them. It's easy to see how the effectiveness of your sales message on this group is amplified by repetition.



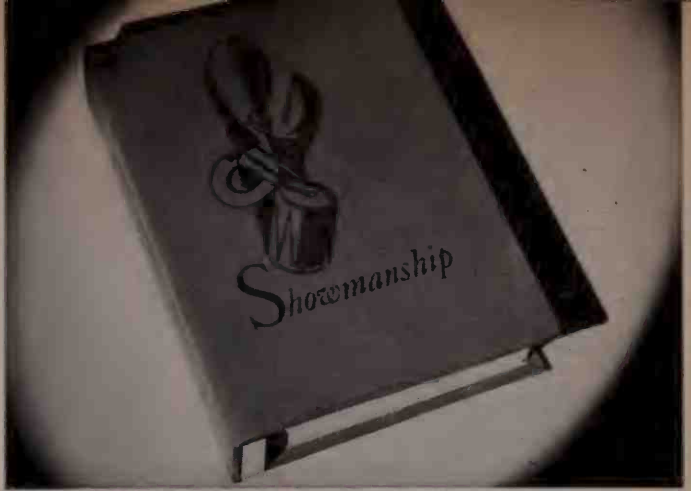
The “one-time shot” is never a fair test of radio advertising effectiveness. In fact it may be just a costly experience for the advertiser. That's why we here at WHN generally discourage would-be one-time advertisers from spending any money at all on radio advertising. But we do say, “Keep punching—*give 'em the old one-two.*”

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Editor and Publisher: Don Paul Nathanson. Managing Editor: Marie Ford. Contributing Editor: Tod Williams. Circulation: Virginia Dodge.

Published by Showmanship Publications, Minneapolis, Minn. Subscription rate: \$2.50 a year, 25c a copy. Address editorial correspondence to Showmanship Building, Eleventh at Glenwood, Minneapolis, Minn. Tel.: Br. 6228.

Franchise office: 510 N. Dearborn, Chicago, Ill. Director of franchise: Peter C. Goldsmith. Field franchise representatives: Howard M. McGrath, Robert Parvin.

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MORE THRILLING THAN FICTION!

True stories of

"Flying for Freedom"

New! 26 half-hour NBC Recorded
Programs dramatizing the
ROYAL CANADIAN AIR FORCE



The "second front" of the War is *in the air!* The Battle of the Air is *news*—and here is the first truly authentic story of the fighting skill of United Nations airmen serving with the Royal Canadian Air Force. Its 26 action-packed episodes are based on case histories made available by the R. C. A. F. exclusively for this NBC Recorded Program, produced in Canada in cooperation with All-Canada Radio Facilities, Ltd.

Here are all the thrills of combat flying ... told through the lives of four lads in the R. C. A. F.—an American, a Canadian, an Englishman and an Australian—as they progress from first training to flight operations over enemy territory.

Only recently made available for sponsorship, FLYING FOR FREEDOM is already doing a job for a leading tobacco company (Canada), department store, and builders. It is still available in many markets to sponsors approved by R. C. A. F. officials.

Ask your local station to audition FLYING FOR FREEDOM—or write us direct.

NBC RADIO-RECORDING DIVISION

National Broadcasting Company

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y.

Chicago • Washington, D. C. • Hollywood

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At the Annual NAB Convention

Advice For Department Stores

Ranges from High **Pro** to Low
Con in Advertising Octave

"WITH malice toward none," four seasoned department store executives took command of the rostrum at the 1942 NATIONAL ASSOCIATION OF BROADCASTERS' convention, proceeded to fill the air with a *blues song* aria that rivalled Ethel Waters at her best! *Picture the setting*: four carefully selected "outsiders" picking radio apart right in front of 400 men who make their bread and butter from selling the medium. It was an event that hasn't been surpassed in bravery since Daniel strode into the lion's den.

The lions roared rather feebly that day. Not that they lacked defense, but they lacked well-prepared defenders. Notable exception was William Gillespie, of KTUL, Tulsa, Okla. Gillespie pointed out that radio advertising can and *does* pay the department store if both seller and buyer attempt to completely understand each other's problems. He showed how Tulsa department store, BROWN, DUNKIN & Co., and others, working closely with KTUL, have found the key to profitable radio advertising. (See RADIO SHOWMANSHIP, June, '42, p. 187.)

The editors of SHOWMANSHIP believe too much time has been wasted in destructive criticism of department store air-advertising, too little time to concrete, constructive suggestions. Therefore, we offer *Advice for Department Stores* based upon the campaigns of some of America's most successful users of radio time. Let their experiences be the key that unlocks the door to profitable radio advertising for you.

Our *Advice* can be grouped under three headings: (1) *Departmentalize*; (2) *Institutionalize*; (3) *Showmanize*. The second and third topics will be discussed in next month's issue of SHOWMANSHIP.

Departmentalize your radio programs!

The average department store has thousands of items to sell. To concentrate on any one item makes advertising too costly. To touch on all or many is totally ineffective. The logical approach by the most successful users of the medium is to build *one program* around *one department*.

Advantages of programs with specific merchandising appeals are pointed out by the BROWN-THOMPSON DEPARTMENT STORE advertising manager, George J. Steiner, Hartford, Conn. "Instead of crowding a hodge-podge of different items into a single program, we use different programs to sell single departments, and it pays!"

Results from radio occur only when there is a definite plan behind the radio campaign. PIZITZ DEPARTMENT STORE, Birmingham, Ala., turned to radio to help build up piano sales. Within a year the department had grown from a small corner in the store to a separate, three-story building. (For the complete story, see RADIO SHOWMANSHIP, Jan., '42, p. 6.) Luck? Not a bit of it! By concentrating on the single objective of selling *one department* to people interested in that department, PIZITZ built sales volume.

(Continued to page 250)

Pin Patter PAYS!

Clothiers Can Cash-In on Bowling's Tremendous Popularity Rise Writes Frank Frey, General Manager of Graff's, Inc.

BOWLING has become the extremely popular sport it is in New Orleans only in the past few years, but our interest began when the sport was in its infancy. In September of 1938, for instance, there was only one American Bowling Congress-sanctioned league in the city. Today, there are 60 with 2,000 sanctioned bowlers, not to speak of the thousands of Orleanians who rabidly follow the game. *Pin Patter* was in on those early days of bowling, when it might be said that nobody saw much in the game except GRAFF'S, INC., clothiers, WWL announcer Al Godwin, and a handful of New Orleans bowlers.

To the businessman who is concerned with sales problems, sponsorship of such a program, especially in its early days, might give rise to doubts. If a store associates itself with a sport enjoying a phenomenal popularity rise, can it cash in on that popularity?

Back in 1941, the March issue of RADIO SHOWMANSHIP carried a short story on what was then our almost brand-new show. GRAFF'S had taken on sponsorship in January. One month later we reported a 23 percent sales increase! Bowling alley proprietors showed their gratitude for our sponsorship of *Pin Patter* by dropping sales of bowling shoes and similar equipment. Instead, customers were referred to GRAFF'S, and approximately half of the bowling league members had called at the store.

The picture today is even brighter. When New Orleans bowlers talk clothes, they talk GRAFF'S. That's because GRAFF'S is their store. GRAFF'S business today is in the healthiest state it has ever been in.

Why did we select a bowling program? Mr. Graff has been in the clothing business since 1918, and while our name is an old one in the city of New Orleans, we like to do business principally with young people. And bowlers of all ages are "young" people, enthusiastic, loyal, active and up-to-the-minute. We're in bowling because the fellows (and girls) who sell clothes at GRAFF'S like to bowl, and bowling, in a large way, is responsible for our personal following. Also, GRAFF'S puts the accent on personal contact between store and customer. Those who deal with us are friends of our personnel. That's the way we like it. So bowling was a natural for us.

GRAFF'S made its name a household

Inveterate bowler and enthusiastic golfer Frank Frey hangs up a score of 150 in bowling, keeps mum on the golf card. Now the general manager of Graff's, Inc., New Orleans, La., clothiers, he has been in the clothing business since 1938. His credo for business: plenty of merchandise to show the customer.

Besppectacled, Frey, 38, takes a little kidding about his thinning hair. No clock-puncher, lunch-hour bowling often makes him late back on the job. With Graff's putting the accent on personal contact between store and customer, executive Frey carries the theory one step further, pals with his employees. Two children, 14 and five years old, boast of dad's prowess as a bowler and a golfer.

one with New Orleans bowlers by (1) sponsoring a number of employee-kegling teams, and by (2) putting *Pin Patter* with Al Godwin, WWL sportscaster, on the air. While GRAFF's people don't bowl simply for business, in one year we sponsored as many as five teams.

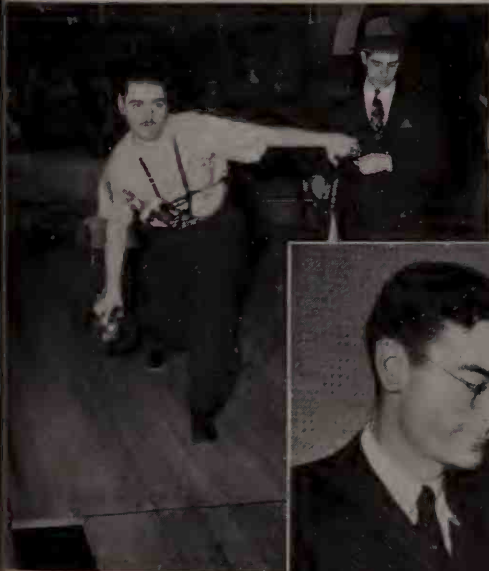
If good will has been an important business factor in the past, it is even more vital at the present time, and both our sponsored teams and our radio program have always been used with this purpose in mind. For example, in *Pin Patter* there are no commercials. Godwin in his banter with bowling guests or with our representative Joe Gemelli, might mention GRAFF's, but he isn't asked to do any merchandising. You don't need commercials to sell good will, but good will is a tremendously important factor in selling merchandise.

The format of the show is simple. Featured is an honor roll of local men with a better than 600 series, and of women with a better than 500 series for the week. Also highlighted are the names of local alley record holders for the week and month. General information for bowlers and interviews with kegling notables round out the quarter-hour program heard every Sunday at 12:15 P.M.

Tied-in with these broadcasts are such special events as the 1941 Southern Handicap Bowling Tournament which Godwin covered directly from Knoxville for GRAFF's, INC. This April the WWL mike was taken to the American Bowling Congress tourney in Columbus, O. Incidentally, the southern tournament was staged in New Orleans this year partly through the efforts of Godwin, WWL, and GRAFF's.

Much can be said to recommend bowling sponsorship, particularly. It appeals almost equally to men and women, and the great number of active participants create an equally active listener group. Last but not least, the great number of local names brought into each broadcast does a great deal to stimulate local appeal.

To reduce the whole thing to an almost algebraic simplicity: GRAFF's sells clothing; the people who bowl, buy clothing and they like to listen to *Pin Patter*. This adds up to the fact that we really believe that most New Orleans bowlers and their families are getting their clothes at GRAFF's. And believe you me, New Orleans bowlers are growing in number every day. That's why we say that *Pin Patter* pays!



● Al Godwin, *left*, couldn't resist playing in the recent Southern Handicap Bowling Tournament, couldn't turn down telling listeners about the tourney, neatly combined both with the aid of a breastplate mike rigged up by WWL engineers. Joe Gemelli of GRAFF'S holds the line.

● Roy Beydler, *left*, president of the New Orleans Bowling Association, presents Al Godwin, *center*, a token of appreciation from New Orleans bowlers for Al's furtherance of the tenpin game. Frank Frey, *right*, general manager of GRAFF'S, INC., clothiers, looks on.



RADIO is many things to many businessmen. To the enterprise which does not face sharp seasonal peaks, radio may be successfully used on a year-round basis. It presents a different face to the firm whose products sell more readily at one time of the year than at another. The LYON TAILORING Co., Cleveland, O., is a case in point.

Of course clothing is sold throughout the year, but spring and fall are the big seasons. Then, suits, topcoats, shirts and toppers really move. Since advertising is essential if merchandise is to move, that brings up the problem of *when* to advertise.

One school of thought stresses the necessity for banging away at the sales campaign during the peak sales period. The other group maintains that to achieve the biggest merchandising turnover the heaviest advertising campaign should be carried on during the "slump" period.

When that slack period comes during the summer months, some advertisers pause, and are frightened off by that radio bugaboo, "the summer listening slump." Now well on the way toward the ash-can is that advertising nightmare.

Summer radio time means that fall campaigns get off to a flying start. Audiences can be built up to a winter peak. Certainly consumers have just as much money to spend during the summer months as they normally have. Particularly in these times, summer radio is a good bet for advertisers.

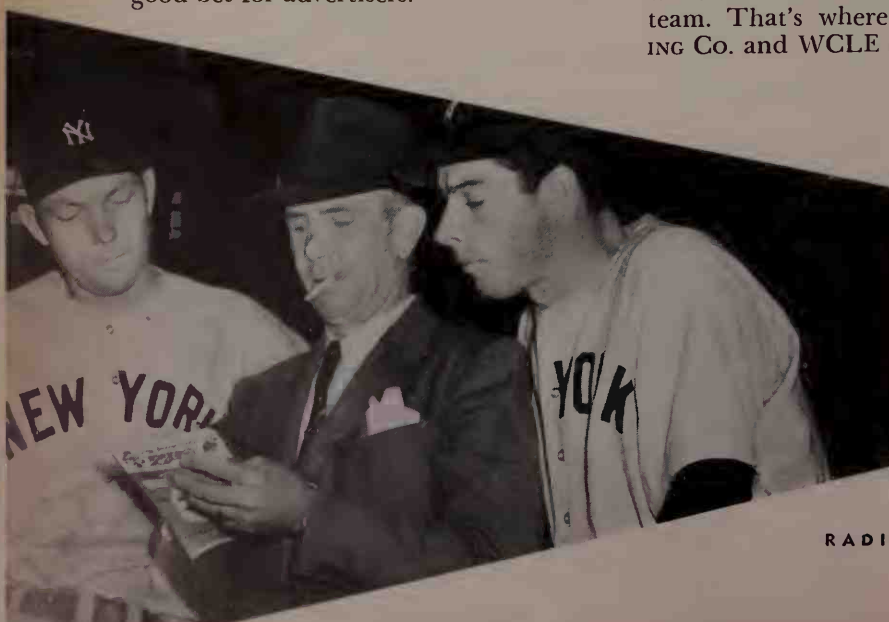
Clothing S

Sports Get Sales Over the
Samuel L. Abrams, Pres

New war developments keep news interest high, and radio helps disseminate this news. Add to this the fact that wages are at the highest level since 1929, and that with fewer commodities to buy, millions of diverted dollars are spent on merchandise that can still be bought, and it is obvious that there are no shadows on the summer advertising picture.

At this point, the advertiser who for one reason or another, decides to try summer radio is faced with the problem of what type of program he should use. When the LYON TAILORING Co. decided several years ago to take a whirl at summer radio, its choice was *Dugout Interviews*.

When the umpire gets out behind the pitcher's box, or even a bit before, "on" snap the switches of thousands of radio sets all over the land. Only a small percentage of the baseball fans are actually in the stands. The fans want play-by-play accounts, but before the game, they want the low-down on their favorite team. That's where the LYON TAILORING Co. and WCLE got together.



● WCLE *Dugout Interviews* conductor Jack Graney carries on a pre-game chat with Bill Dickey (left) and Joe Di Maggio of the New York Yankees for the LYON TAILORING CO.

GO TO BAT

Times of Slump Writes
Ohio Advertising Co.

The program time is just before the actual baseball broadcast, and the conductor of the show is Jack Graney, WCLE's ace baseball broadcaster. Graney goes directly into the dugouts of the opposing teams to interview the players.

Three years ago, Ralph Nathanson, sales manager of the LYON TAILORING Co., contracted for the programs on Monday, Wednesday, Friday and Saturday. Shortly thereafter, George J. Kichler, sales manager for the MICHAEL IBOLD Co., Cincinnati, makers of OLOGY CIGARS, signed for the Tuesday and Thursday broadcasts.

How does this dual sponsorship work out? Courtesy announcements are exchanged by the sponsors. When one has the broadcast, it is mentioned that the program may be heard on other days, sponsored by the other firm.

Both sponsors carry on extensive merchandising. LYON TAILORS, operators of seven stores in Cleveland, and one in Lorain, O., give two reserved seat tickets to any Cleveland Indian home baseball game to the person submitting the best question used on each broadcast. A pass to a DRIVE-IN THEATRE is awarded to every person who submits a question answered on the program. As baseball fans go to LYON's to submit their questions for *Dugout Interviews*, store traffic is greatly increased. Impressed on the listener is the address of the store from which each question originates, as well as the location of the various stores. OLOGY gives a box of cigars, half dark tobacco'd, and half light, to every person who submits a question answered on their *Dugout Interview* programs. And it is this sort of cooperative spirit that

Headed for the Bar was Samuel Louis Abrams, shown above, when he got his sheepskin from Western Reserve University in 1933. When he graduated from



Law School and passed his Bar exams, Ohio prepared to welcome its newest barrister. But lawyer Abrams had smelled printer's ink, had won his spurs as business manager of the Reserve Yearbook and weekly paper. Instead of law-books, copy pencils and lay-out sheets got his attention, and the Ohio Advertising Agency came into being. With the increase in local advertising, its radio department grew up. Today it serves 13 advertisers on the air.

Promoting trade associations and special public events are duck's soup for adman ABRAMS. Feather in his cap: two associations he serves, recently received plaques from Billboards magazine for outstanding work in public relations.

builds a radio program and its sponsors.

While these experiences indicate what can be done with baseball, it should be pointed out that America is sports minded, and that there is a national sport enthusiasm for each of the seasons. With the football season now in the offing, sponsors with merchandise to push might well look over the field in the light of our experiences.

Today, more than ever before, it is necessary to preserve customer good will, to keep brand names alive, and to maintain channels and trade contacts for future needs of industry. All to the good is merchandise advertising which is as helpfully informative as possible. Certainly, American industries have discovered that advertising has uses in addition to direct selling of individual products.



How to sell the recalcitrant male has been the perplexing problem of many an advertiser of products made for male consumption. Men seldom respond to advertising

as readily or as easily as the ladies. Fortunately, for the greater number of firms, the women folk do most of the buying for themselves, for their families and for their homes. But there are some products such as razors, men's hats, beer, and tobacco, the purchase of which is largely, if not entirely, confined to men.

Sports broadcasts seem to provide a profitable answer to the problem for a number of these accounts. The reason is obvious: men form the bulk of sports audiences and it is the men who are the greatest sports fans. From station WHN, New York City, comes a number of case histories to prove the point.

BEVERAGES : : :

A firm believer in sports is PABST BLUE RIBBON BEER AND ALE. PABST first ventured into the realm of sports broadcasting in 1940 by picking up the *New York Rangers-Brooklyn Americans* hockey games from Madison Square Garden.

There were a number of natural associations to be cashed in upon: hockey fans at the Garden would call for PABST at the refreshment stands; the broadcasts were popular in bars and taverns, giving PABST a good crack at the draught beer trade; the "blue-line" of the rink could be constantly referred to by the announcers as the "blue-ribbon," and the popular "33 to 1" sales angle referred to PABST's process of blending 33 brews into one could be easily associated with score-keeping.

When PABST offered Hockey Game

© H. W. Chesley, vice-president of PABST SALES CO., joins Bert Lee and Dick Fishell (*foreground*), WHN's sports *Rover Boys*, in their special broadcast booth overlooking the Madison Square Garden rink. PABST BLUE RIBBON has sponsored two seasons of hockey broadcasts of New York Rangers-Brooklyn Americans games. *Right* . . . Fans at the rink are reminded of PABST by this banner in Madison Square Garden.

SPORTS U

Five Sponsors Whose Pro Sales Gun with Sports

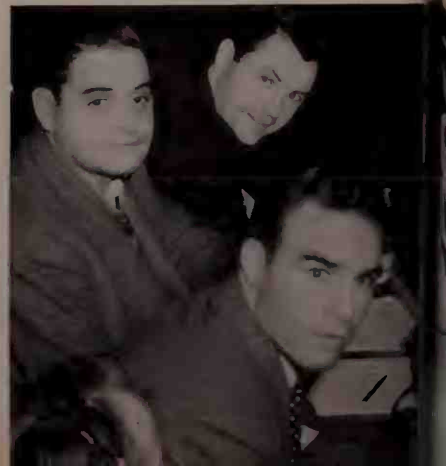
schedules to its WHN listeners, there were more than 10,000 requests. A World's Fair book worth about one dollar was offered for fifty cents: 8,450 listeners jumped at the chance! Response to a Bert Lee offer of three pairs of hockey tickets as a prize: 1,300 replies the following day! A CROSSLEY survey made in bars and grills revealed that 26.3 percent of all radios were tuned to hockey.

To make the story short, PABST not only has sponsored two seasons of hockey broadcasts, but in 1941 it added the station's Giants' pro-football games to its schedule. And in 1941, PABST enjoyed a sales increase of about 15 percent!

CIGARETTES : : :

When Clem McCarthy barked "R-r-racing fan-n-ns!" into the WHN microphones, his listeners were all ears. What Clem said next meant dollars and cents to his followers. It also meant dollars and cents to OLD GOLD CIGARETTES, sponsors of the race results broadcasts for 19 months.

From race results, OLD GOLD went on to sponsor the Brooklyn Dodger baseball games directly from the field. A



Sales to Males

Deal to Men Fire Opening

s. Result: Better Business

pre-season tip-off as to influence on OLD GOLD sales: a record book of baseball statistics offered to listeners sending in 25 cents and two wrappers from OLD GOLD packages drew 25,000 requests. Significant was the fact that the offer was made in the first three weeks of broadcasting. The regular baseball season had not started and broadcasts consisted of telegraphic reconstructions of pre-season games played in Florida. Cash registers were still tinkling on May 1. Responses: 75,000!

REFRESHMENT STANDS : : :

During the winter months, NEDICK'S STORES, a chain of refreshment stands in the New York metropolitan area, maintains its air time with a sports gossip show, but in the summer it really blossoms out. With the start of the baseball season, *Today's Baseball* comes on the air for 26 weeks. A 15-minute reconstruction by Bert Lee of the most important game of the day participated in by any of the three New York baseball teams presents listeners with a realistic reenactment of the game. NEDICK'S rounds out its schedule with a daily news period.

MEN'S WEAR : : :

Sports features have proved to be a lively springboard for a number of advertisers who later expanded even further into sports broadcasting on a national scale. ADAM HAT STORES is a case in point. While it now makes capital of its fight sponsorships on the Blue network, ADAM first started in sports broadcasting on WHN and still has a sports program, *The Hour of Champions*, now in its seventh year, on the station. In 1931 ADAM had only 12 stores in the New York City area. In 1941, it had 25 stores in New York and nation-wide distribution in 2,000 stores and authorized dealers from coast-to-coast. It's one of sports broadcasting's biggest success stories!

RAZORS : : :

SCHICK INJECTOR RAZORS got its first big taste of radio advertising by sponsoring the New York Giants pro-football games on WHN in 1940. During the course of the season they disposed of thousands of "football specials" such as razor and blade sets by plugging them only on the football broadcasts. At season's end, SCHICK began sponsorship of a network news series!

COMMENT: While sports broadcasts have made new products famous, a station which features a number of different sports shows, performs an invaluable service for each individual advertiser. The listener quickly identifies that particular station with sports, and gets into the habit of turning to that station for any important sports event. Thus, *consistency*, one of radio's greatest attributes, works well even on an irregular schedule!





© 1944 by NBC

WHEN Jack Frost touches the autumn leaves, Saturday noon sees thousands of ardent football fans headed stadium-ward. Larger by many thousands, however, is the horde of radio fans who hover over the dials. This year, the

stay-at-homes will be larger than ever, due to tire rationing and the fact that the government is discouraging large concentrations of people in certain areas.

Undiminished, however, is the enthusiasm of the football fan. *Sales point:* the football radio audience is a family listening group. Grandfather in his rocking chair is as ardent a rooter as Sonny Boy, who is still too small to carry a football.

Big-shots of the football world are the dopesters who on Friday night predict the outcome of Saturday's game. Next to the game itself, the Friday night prediction is caviar to the pigskin enthusiast. For these fans, *Touchdown Tips* goes into production each fall Saturday afternoon before the dust of the nation's stadium classics settles on the lime-stripped fields of battle. Some 24 hours later, when the following week's forecasts have been completed and checked, and the script has taken shape, Sam Hayes puts his predictions on wax in the NBC Hollywood Studios.

Not on scoring records alone does the All-American Gridiron Index base its weekly prognostications. Distance travelled by the visiting squad, relative reserve strength, unfortunate injuries, and other physical and psychological factors enable the AAGI to peg the trends "on the nose." *Record for the last decade:* 80 percent accuracy!

Packed to the lid is each of these quarter-hour football broadcasts. Posted are predictions on the 30 most important college contests of the week. Starting with the East, Sam Hayes takes the sectional highlights in geographical order, giving his forecasts right down to the probable scoring in each game.

Touch

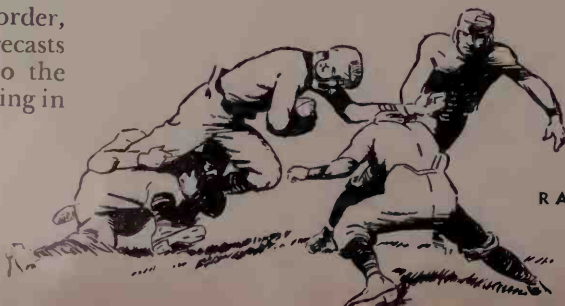
Presented Here Are the
Who Bucked the Sales

On each program, Sam Hayes puts the spotlight on the man on the bench behind one of the nation's great teams, singles him out as the *Coach of the Week*. Wind-up to the show: *Gridiron Grins*. Hayes picks the wackiest of the football bulletins to cross his desk, turns it over to his listeners for a hearty chuckle.

Newscaster and sports reporter Hayes has been heard in the interests of the ASSOCIATED, RICHFIELD, TIDEWATER and GENERAL PETROLEUM motor oils accounts, and has been a featured radio voice for the BANK OF AMERICA, EUCLID CANDY Co., and the MENNEN Co. As the *Richfield Reporter* Hayes attained the highest rating ever reached by any news or comment program on the Pacific Coast. Movie-goers know him through his many motion picture appearances as a radio and sports commentator, and in no less than 93 feature films he has portrayed "himself."

When the J. B. BURNHAM Co., specializing in automobile financing, took on *Touchdown Tips* last season, it was the second year that the show had been sponsored on KDYL, Salt Lake City, U. *Original sponsor:* NEHI BOTTLING Co. of Utah. As a result of the 13 Friday night broadcasts at 6:15 P.M., the J. B. BURNHAM Co. reported excellent response to the program in new inquiries. Friday newspaper sports page advertisements and KDYL billboard space plugged the show.

Showmanship added to *Touchdown Tips* spelled success for the CLAUDE M. CAVE & Co., local CHRYSLER-PLYMOUTH dealer in Dodge City,



Tips

Scores of Seven Sponsors in this Transcribed Series

Kans., when the show was heard over KGNO at 7:45 P.M. Friday evenings. A weekly contest was staged in which a cash prize was paid to the individual picking the most winners out of a list of 20 games to be played throughout the nation on the following day. Newspaper publicity and letters to High School football coaches in the territory built up an enthusiastic audience.

Sponsors check on show's effectiveness: commercial copy stressed parts and service, and the sponsor experienced a noticeable increase in shop work during the time the program was on the air.

What the L. & H. Stern, Inc., pipe manufacturers, *put in its pipe, smoked:* more than satisfactory pipe sales as the result of its quarter-hour sponsorship of *Touchdown Tips* over WBZ-WBZA, Boston, Mass., and WENR, Chicago, Ill. Sponsor used spot announcements and special displays to plug the show. *Merchandising tie-ins:* special folders, merchandising letters and window displays.

Merchandising tie-in for FIELD'S CLOTHIERS, Asheville, N. C.: score predictions in display window, along with a picture of Sam Hayes and announcement of program attracted the attention of most passers-by. Commercials featured men's suits, coats and furnishings. An ad used on sports page of morning and afternoon papers each Friday invited sports fans to tune for Sam Hayes, heard over WISE.

At the WIS kick-off for REYNER'S, Inc., Columbia, S. C., jewelers, sponsor used football strategy to put its sales message across. Each commercial started out with football information, slid into direct selling information. *Sponsor's reason for picking this show:* a football pro-

gram is particularly adapted to jewelers; beginning in September, program continues with ever-rising tempo, right through to the peak Christmas season. Given below is an example of how REYNER'S, INC., tied-in its commercial copy with the idea of the show itself:



"The Bowl choices are practically all made and have been announced. It's to be Stanford and Nebraska in the Rose Bowl in Pasadena; Tennessee and Boston College in the Sugar Bowl in New Orleans, and other top flight teams of the country in the various other New Year's Day football classics. But, speaking of choice, have you seen the choice of fine gift suggestions to be found at Reyner's, 1610 Main Street? Reyner's can help you . . . etc."

COMMENT: Both in news and sports reporting over the air, best results are attained when a sponsor features a personality with either a local or national popularity. Here is a national sports figure tailor-made for the local market.

Newspaper circulations take an upward spiral during the pigskin season, and radio's listening audience reaches new peaks at those times when the football low-down is dished up. *Sales field goal for radio:* recent surveys indicate that the division of men and women listening to football broadcasts is almost equal. While sponsorship of play-by-play broadcasts is limited to advertisers with large budgets who strive for mass distribution of sales messages, a show of this kind is within the budget of almost any advertiser.

AIR FAX: Each program is a complete production on one recording, with novel opening and closing signature included. Platters are shipped each Monday night, via Air Express. Should flight cancellations due to weather delay arrival of the regular program, a recorded Emergency Program, supplemented by script airtailed weekly, is available.

Merchandising tie-in: Forecast Sheets are available, with mats for these weekly dope-sheets being shipped simultaneously with the recording. Announced on the program, and distributed or posted at the client's retail outlets, this point-of-purchase giveaway is a good store traffic builder. Ample space is allotted to the sponsor for his own copy.

Availabilities: A series of 13 quarter-hour weekly football broadcasts for programming each Friday during the 1942 college football season.

Producer: NBC Radio-Recording Division.

Spelling Bee Brews Sales

It's one thing to have a good radio audience show, and it's quite another to *keep* it good, week in and week out. Long ago, successful advertisers discovered that the secret of popular favor lies in judicious change, simultaneously yielding to and moulding public taste.

One of the most interesting examples of this axiom of entertainment was demonstrated here in Baltimore with NATIONAL BREWING CO.'s *National Big Money Bee*, a kind of streamlined, audience-participation spelling contest which built up a large and enthusiastic listening public for about a year, and suddenly began to slump.

The format of the show was simple enough; fourteen contestants, picked at random by number from the WFBR studio audience, and then a half-hour of spelling with a "spell or keep half" feature heightening the suspense of this weekly half-hour show.

After approximately a year of rising audience interest, an analysis of the mail revealed that a kind of stalemate had been reached. The same people were writing in week after week to participate, the same contestants were winning the \$112.00 given away in prizes each Monday night. It was not that interest was falling off so much as the same three or four hundred people remained faithful week after week, indicating that a similar state of affairs existed in the listening audience. Most important, we were not receiving sales assists on NATIONAL BOHEMIAN BEER through the program. The saturation point had been reached!

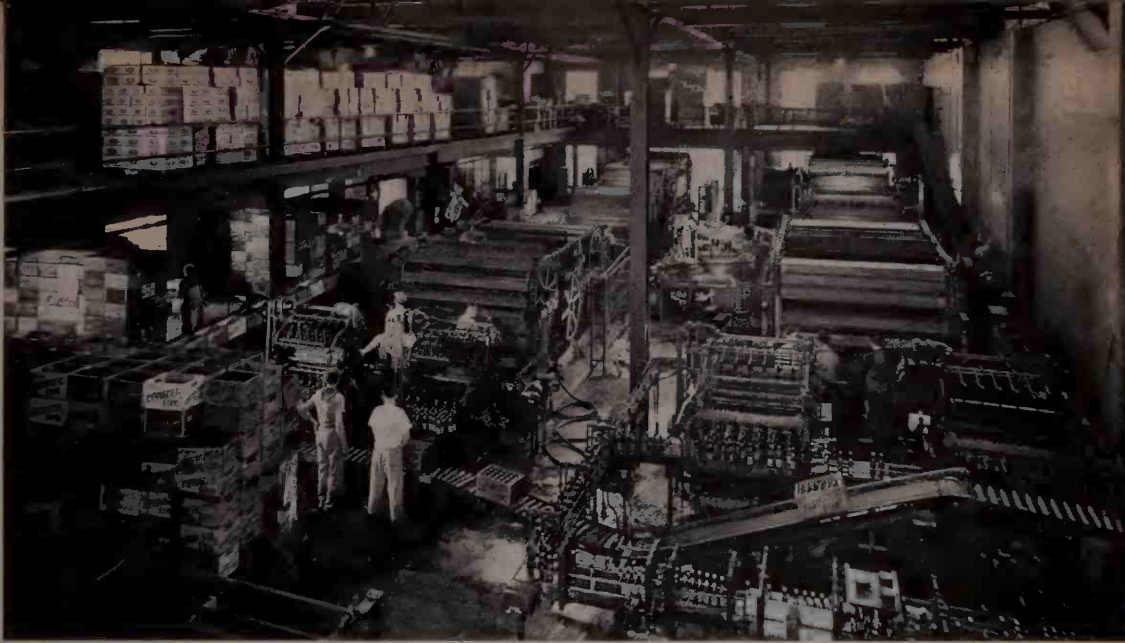
Conferences with WFBR, our sales

and advertising forces revealed that the show was fundamentally a good one, adapted to the entertainment level of Baltimore and vicinity; suited to the product it advertised. We had faith enough in the *National Big Money Bee* and Station WFBR not to scrap what we believed to be a good idea without first injecting a hypodermic or two into the show, to bring it new life and selling vigor.

Here's how we tackled the problem. Our chief innovation was to get away from the constant repeaters and bring the show into new fields of operations. By injecting a competitive angle, and calling for pre-selected teams, representing large clubs, organizations, businesses and industries, we killed two birds with one stone; we injected new interest in the show itself, and created new listening audiences each week in the personnel of these organizations.

Specifically we scheduled such teams as the Baltimore JUNIOR ASSOCIATION OF COMMERCE vs. the Frederick JUNIOR CHAMBER OF COMMERCE (the show is piped up to Frederick and Hagerstown, Maryland); U. S. Post Office vs. U. S. CUSTOMS HOUSE; BETHLEHEM SHIPYARDS (some 25,000 employees) vs. FEDERAL SOCIAL SECURITY; GENERAL ELECTRIC vs. WESTINGHOUSE; officers of the BRITISH MERCHANT MARINE vs. RED CROSS VOLUNTEER WORKERS; McCORMICK CO. (spices) vs. BUTLER BROS. (general merchandise); Baltimore HOCKEY ORIOLES vs. Baltimore BASEBALL ORIOLES; STEEL WORKERS ORGANIZING COMMITTEE vs. AMALGAMATED CLOTHING WORKERS UNION, and so forth.

Radio Lowers Sales Resistance, Sales Tie-ins Do the Selling
Says Geo. Gettman, Ad. Manager of National Brewing Co.



● Destined to be thirst-quenchers for participants and listeners of the WFBR *National Big Money Bee*, cases of NATIONAL BOHEMIAN BEER go down the NATIONAL BREWING CO.'s conveyor belt.

There was always a definite relationship between the teams, enhancing the competitive angle. Our commercials tied in closely with the occupations or interests of the contestants, and by giving studio tickets to each organization, we built up active "rooting sections" in the studio audience whose enthusiasm was contagious even over the air.

Most significant of all, this new format enables us to do a bang-up public relations job within the organizations themselves. Leaflets and letters are distributed, frequently printed or mimeographed by the competing teams themselves; posters are hung at the time clocks or bulletin-boards, and write-ups are published in the house-organs, club or organization bulletins of the concerns involved, many of them having national circulation. In one case, radio spots were purchased by participating industry. WESTERN UNION telegraphed the results to all branches of the company throughout the United States.

Beer parties are sometimes organized by employees and members of the clubs involved, so that listeners may hear their friends and fellow-workers over the air. In numerous cases employees voluntarily

stay after work to conduct preliminary "spelling bees" to select the six contestants to represent them. Special club and union meetings are even held for this purpose, and we have reports that NATIONAL BOHEMIAN BEER has been served.

Contrary to expectations the old, loyal group of spelling enthusiasts who had come to the studio week after week in order to get on the program did not lose interest and fall away. Indeed, we are hard put to fill all the requests for tickets because a certain proportion of them must go to the participating organizations. If space permitted, we could fill the studio three or four times over. Moreover, the audience feels itself an integral part of the program because after the "Bee," time permitting, emcee Ken Williams goes through the audience, giving away silver dollars. After the program is over, there are drawings for door prizes. An example of studio audience response is shown by this little scheme which was cooked up, unbeknownst to us, by one of the participating organizations, a group so large that 200 tickets couldn't cover one-hundredth of the membership. The authorities in

the organization therefore decreed that whoever wanted a ticket to the studio audience must present five NATIONAL BOHEMIAN BEER crowns! Even with this "tax" there were many more crowns than tickets!

We have a thick file of letters which



No oldster is work-loving George Jacob Gettman. Born in Baltimore, Md., 32 years ago, he graduated from Baltimore City College in 1928.

National Brewing took this native son into its organization in 1934, soon promoted what was then a "whale of a good stenographer" to its sales force. Next step up the ladder led to a course of sprouts inside the office. As advertising manager, he scampers all over the place, takes care of advertising, does a lot of odd jobs around the place, the idea being that advertising is only a means to an end, namely, more business.

"Everybody in the sales force either knows Gettman, or hears from him," writes National Brewing Co.'s president, A. H. Deute. "He's one of our organization key men, raised from a pup, and one of my personal right-bowers. I think Gettman's main forte is his ability to work with our men in the field and with our distributors. He never asks a man to do a thing he hasn't done himself. He came up the tough way. He knows his stuff because he learned it the hard way, step by step. There is nothing slam-bang or noisy or self-assertive about him. He ought to get better and better for many years, because, while old in experience, he's just a young guy, working hard to get ahead."

overwhelmingly testify to the popularity of the program and the *new* listeners it has created. Already the waiting list of teams would carry us through several more months of broadcasting.

The National Big Money Bee has been worked in close cooperation with our sales department. Our sales force contacts taverns and dealers in the neighborhood of the industry or firm participating. Where a club has a beer license, the steward is immediately visited and the proper tie-in made. Chairmen of the entertainment committees of various organizations which have participated as well as employee clubs in industries are contacted. We know definitely of three cases in which NATIONAL BOHEMIAN was the only beer served at employee and organization parties as a direct result of our sales tie-in with the *National Big Money Bee*.

In time, we shall exhaust the most interesting and largest industries, clubs, organizations and business in the city. We recognize that with this saturation, another problem must be faced and met with a new hypodermic, a new twist and change which is the very life-blood of radio entertainment today.

But the important lesson we have learned with the *National Big Money Bee* is that radio advertising can never and will never sell beer (or for that matter soap, automobiles, cheese or overcoats) alone and unaided. Radio is a means of bringing the brand name and product before the public. It paves the way for the actual selling by salesmen, distributors and retail merchants, and the quality of the entertainment reflects the quality of the product. We have demonstrated that close sales promotional tie-ins can and will assist in the direct selling job.

On the negative side, radio breaks down sales resistance. On the positive side, it builds good will and brand names. But the company, the salesman, wholesaler, distributor and merchant are in the last analysis the only ones who can capitalize on radio help to promote direct sales. More than this no practical, far-seeing, advertising-minded businessman can ask of radio.



Picking A Winner

By Tod Williams

JULIUS CAESAR had his gladiators.

Nero thoroughly enjoyed knocking off for an afternoon to watch a well-starved lion gnaw hungrily at the thigh bone of an early Christian martyr. This may be classed as one of the more repugnant forms, but you can't escape the fact that it comes under the heading of *sport*.

Since the earliest days of recorded history, *sport* has been near and dear to man's heart. Open your newspaper today. No other single department of the paper requires so much space; no other section is as lavish with art work; no other division employes as many by-lined specialists.

And radio-wise local advertisers recognize a sports program as a tremendous lever for moving merchandise off the shelves and money from the listener's pocket. One of the chief reasons for this is that there are few other types of program that will hold so much *local* interest. Follow this line of thought with me for a moment.

A broadcast of a big football game or world series baseball game has a big audience! But watch the survey figures skyrocket when an on-the-spot sportscaster gives a play-by-play description of the home-town game. The players are *localites*. Everyone knows them. So folks gather at the loudspeaker to find out what their friends are doing.

Then, too, the lavish network entertainment shows, the Benny's, Hope's, McCarthy's, etc., cost thousands of dollars to produce. Local sponsors can hardly compete. But, on-the-spot broadcasts of sport spectacles do not vary much in production cost whether originated by the network or locally. Two big entertainment factors are *free* to the sports sponsor: the crowd atmosphere, and the game itself. *Net result*: top-notch local listening audience at low cost.

In discussing the matter with a dean of sportscasting, he told me: "The good old standbys are football, baseball, and basketball, but every other sport has its adherents, too. Throughout the year I put 13 different sports on the air."

As a matter of fact, this sportsman is showing an extremely able perception by carrying such an array.

While the publicity drums of Washington have not yet begun to sound very loudly on the subject of "sturdier bodies for Americans," it is a part of the National Defense Effort and more will be heard as the months pass. Plans are being formulated to lure us into more active, and muscle-building, lives. There will be no regimentation of physical activity, but we will be spurred to more active participation in our favorite sport. Once into it, we'll want to know more about it, and the sportscaster will be there with the dope.

Take the case of the B. SIMON HARDWARE COMPANY of Oakland, California. Ralph Stevens, a genial angler, takes to the air weekly on KROW to tell of the best fishing of the week, what to use in the way of tackle and so forth. You might say that his appeal would be strictly to fishermen. But if the sales graph of the SIMON COMPANY is any indicator, hundreds upon hundreds of listeners have taken up the sport of Isaac Walton simply through hearing Mr. Stevens' friendly chats.

Up to now the *draw* of the sportscast has been predominately male, and it does behoove the organization with a product with a distinct masculine appeal to investigate this medium. Simultaneously, if we acknowledge the force that will soon be loosed to get *everyone* sportsminded, we're going to find the distaff side clustering about the radio at sportstime to hear about its favorite recreation, too!

Now as to the time of broadcast. Several of the mike-men have declared themselves as preferring a spot between 6 and 7 P.M., because it gives them an opportunity to carry final scores on afternoon events, and a chance to build up some evening performance. Second choice with the sportscasters, themselves, is between 10:00 and 10:45 P.M.

When it comes to merchandising a program of this kind, the possibilities are so numerous that it would require a tome equal to *Gone With the Wind* to explore them all. Luncheon clubs enjoy having a popular sportscaster for a speaker. It should be thoroughly understood that the guests are appraised of the fact that the speaker is presented "through the courtesy of."

In many instances a sportscaster is called upon to referee an event in which he is a specialist. Further, if he has the ability to turn a clever phrase, it is absurdly easy to produce a small *give away* on newsprint and have the small-sters of the vicinity distribute it to cigar stores, recreation centers and drug stores. This builds up the reputation of the broadcaster, and enhances the sponsor's service or product.

Reiterating a previously stated axiom: "Pick the audience you want to reach; have your broadcaster *sell* them, and then you sell your broadcaster through your merchandising."

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. RADIO SHOW-MANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.



Gasolines

FOOTBALL PLAY-BY-PLAY "Football is a natural for a gasoline and motor oil account, not only because it is conducive to more sales, but because the atmosphere of the gridiron (speed, power, ability) lends itself as wonderful color for commercials, which are therefore less stereotyped, more appealing. We believe, too, that hearing broadcasts of the games they cannot attend, induces fans to use the product of the sponsor in getting to the games they can attend.

"The football series over WOWO was followed by a basketball series, equally, if not more effective, than the fall program. Indiana being the fanatic basketball state it is, we believed we created many, many new friends (and consequently customers) by sponsoring the sport nearest their heart. This belief is supported by much unsolicited mail which came in from all over the mid-west, and from such widely divergent points as New York and Florida.

"Service stations in the area covered by the broadcasts reported increased sales and much customer appreciation, both vital to successful operation.

"The basketball season closing necessarily closed the sports broadcast series, but on March 15 the OHIO OIL Co. took on the WLW news round table, *Views of the News*. This show is weekly, Sundays, from 4:30 to 5:00 P.M., and is aired over a mid-west NBC chain. Originating at WLW, Cincinnati, the following stations carry the show: WCOL, Columbus, O.; WSPD, Toledo, O.; WOWO, Fort Wayne, Ind.; WMAQ, Chicago, Ill.; WBOW, Terre Haute, Ind.; and

WGBF, Evansville, Ind. The men who offer the commentary on current news are all world famous.

"Reports are proving that the news discussion is meeting with much favorable reaction. Being the only program of its type in the midwest, we feel that our sponsor has a radio presentation which is individual and quite timely. Commercials on the program treat largely of MARATHON V. E. P. MOTOR OIL.

"With respect to radio being selected as a medium, our client feels that it is one of the most effective ways of reaching the mass market so vital to gasoline and motor oil sales."

EDWARD P. BROOME
Account Executive
Stockton, West, Burkhart, Inc.
Cincinnati, O.

AIR FAX: Last fall, for nine consecutive Saturdays, the Ohio Oil Co., refiners and marketers of Marathon gasoline, broadcast play-by-play descriptions of Big Ten football contests. *Announcers:* Hilliard Gates and Bill Erin.

First Broadcast: September 28, 1941.

Broadcast Schedule: Saturday, 2:00-4:30 P.M.

Preceded By: Network sustainers.

Followed By: Music.

Sponsor: Ohio Oil Co., for Marathon gasoline.

Station: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 117,246.

Agency: Stockton, West, Burkhart, Inc., Cincinnati, O.

COMMENT: Radio sports fans are appreciative. Radio's point of favor: any broadcast of a national, state or regional sports event is going to attract a big percentage of listeners especially interested in that particular sport. Sponsorship of a variety of such events is one of the quickest of all ways of reaching the mass market. (For pic, see *Showmanscoops*, p. 239).



SHOWMANSCOOPS

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



HEAR Today

● *Above . . .* In the KSD studios, St. Louis, Mo., a group of Fort Leonard Wood soldiers put on one of their special series, *The Army is You*, heard Sundays at 2:45 P.M. Cast and orchestra work from scripts written by Sergeant Don Gallagher, former NBC network actor, who is also narrator for the series. Music is arranged and conducted by Corporal Clayton Mitchell, former pianist with the Henry Busse and the George Olsen bands.

● *Left . . .* Presentation of the WEIM Victory Cup to Carmelita Landry, United States and North American Women's Speed Skating Champion. *Left to right*, Joan Adams, WEIM's Director of Women's Activities, Alfred Bastarache, General Chairman of the Fitchburg, Mass., Landry Testimonial, and Carmelita Landry. (For story, see *Special Promotion*, p. 245.)

● *Below . . .* To plug its Grain Belt Sports-cast series, KSCJ, Sioux City, Ia., features a window display for Grain Belt Beer. (For story, see *Proof O' the Pudding*, p. 246.)



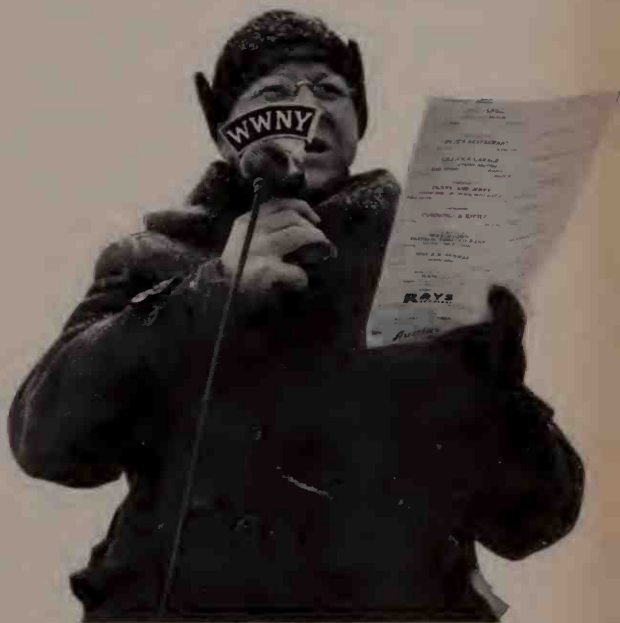


BUY Tomorrow

• *Above . . .* Dean Maddox, Wheaties baseball announcer over KROW, Oakland, Cal., was besieged for his autographed picture at the *Breakfast of Champions* sponsored by the station and the Oakland Boys Club for 150 underprivileged boys. Broadcast from the Leamington Hotel, guests of honor were the baseball players of the Oakland and Portland teams. (For story, see *Proof O' the Pudding*, p. 248.)

• *Right . . .* Jack Case, Watertown *Daily Times* sports editor, describes the finish of one of the Clayton Ice Harness Races, half century old classic aired for the first time to northern New York and Canada by WWNY. (For story, see *Special Promotion*, p. 243.)

• *Below . . .* Control booth at the Purdue-Vanderbilt football game at Lafayette, the first Ohio Oil-sponsored Big Ten game. From right to left, Bruce Ratts, WOWO-WGL engineer; Franklin Tooke, former program director; Bill Erin, assistant sportscaster, and Hilliard Gates, sportscaster. (For story, see *What the Program Did for Me*, p. 237.)





AIRING THE NEW

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

Beverages

SPORTS REVIEW Among the American soldiers in Australia a new catch phrase has taken root, begun to sprout—"hot stuff coming!" "Hot stuff coming!" means "gangway!" or "make room for me."

"Hot stuff coming!" was the cry heard from Camp Grant and from the Industrial Athletic Association when PABST BLUE RIBBON BEER took on sponsorship of the quarter-hour *Sports Review* heard over WROK, Rockford, Ill. While the show covers state and national sports news, special emphasis is placed on sports happening in Rockford and other northern Illinois cities.

Featured at least once a week by Mike-man Morey Owens is an interview with Rockford Industrial Athletic Association athletes. Interviews with Camp Grant soldier-athletes and news of post athletics get the doughboy's ear. To factories in the RIAA go leaflets plugging the show. Show is also advertised in Camp Grant *Sentinel*, weekly newspaper.

Last five minutes of each program is filled with one of the MacDAVIS human interest yarns about sports celebrities.

Label: Sportraits.

To create dealer good will, PABST features the names of several of its dealers on each broadcast. A dealer bulletin stresses the fact that each place of busi-



ness will be mentioned on the air as a PABST BLUE RIBBON outlet during the broadcast series.

AIR FAX: *First Broadcast:* April 1, 1942.

Broadcast Schedule: Monday through Saturday, 6:30-6:45 P.M.

Preceded By: News.

Followed By: Good News.

Sponsor: Pabst Blue Ribbon Beer.

Station: WROK, Rockford, Ill.

Power: 1,000 d.

Population: 100,179.

COMMENT: PABST takes advantage of a ready-made audience of sports enthusiasts, streamlines it to feature those sports of most vital interest to the listeners, namely the sports events of their own groups. Dealer plugs insure wholehearted distributor support. Wise sponsor directs part of program to nearby Army camp. He is certain to find more sport fans per square foot there than in any section of these United States.

Beverages

PIEL'S SPORTS PAGE OF THE AIR

When the ponies line up at the barrier, racing fans put aside all other distractions, cross their fingers for luck, hope for the best. Thousands of betting systems get an almost daily try-out, but win or lose, the fans are right back in there with money to put "on the nose" when another day sees another set of horses burning up the track.

When PIEL'S FAMOUS BEER, Brooklyn, N. Y., purchased the WNBC sports feature Monday, Wednesday and Friday, it put its bankroll on the right horse. No other sports show in the vicinity of Hartford, Conn., gives complete racing results from all tracks. As the first dinner-hour sports show in the territory, the program also catches baseball fans on the alert for complete baseball scores. Sports bulletins crowd the last few minutes.

AIR FAX: While *Sports Page of the Air* is heard Monday through Saturday, sportscaster Milt Berkowitz sells for Piel's only three times a week.

First Broadcast: April 6, 1942.

Broadcast Schedule: Monday through Saturday, 6:00-6:10 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Piel's Brothers Brewery, Brooklyn, N. Y.

Station: WNBC, Hartford, Conn.

Power: 5,000 watts.

Population: 221,940.

Power: 1,000 watts (d).

Population: 105,136.

Transcription Co.: Grace Gibson.

COMMENT: First come, first served is a time honored adage with current meaning for alert radio sponsors. The sponsor who gets there first, gives the fans the sports results they want to hear, is the sponsor whose advertising message will be most productive of sales.

COMMENT: Department stores, banks, druggists, other sponsors interested in an institutional program, can make effective use of a program of this type. Strong in listener appeal are authentic stories of heroism and epic adventure.

Drug Stores

DOCTORS COURAGEOUS Emblazoned across the history of medical science are names and deeds of men and women whose lives were unselfishly devoted to the cause of humanity. In the ceaseless battle against sickness and disease, these patient workers often sacrifice health, career, and life itself. They are truly *Doctors Courageous*.

In dramatic form, a transcribed series now being heard over KROD, El Paso, Tex., for GUNNING-CASTEEL DRUG Co., *Your Neighborhood Drug Store*, tells what has been done by medical wizardry, what is being done.

Product of the Australian transcription firm, ARTRANSA, LTD., the series was originally sponsored throughout Australia and New Zealand by the E. C. DEWITT & Co., marketers and distributors of ANTACID POWDER. Told are dramatic episodes in the lives of such medical giants as Joseph Lister, Robert Koch, others who pioneered the way in surgery, radiology, tropical diseases, cancer, tuberculosis, orthopedics, tetanus, infantile paralysis, other scourges of mankind.

AIR FAX: Available are 52 quarter-hour self-contained true stories. Show is also being heard for Dr. Rollie Olson, advertising dentist, over KFSD, San Diego, Cal.

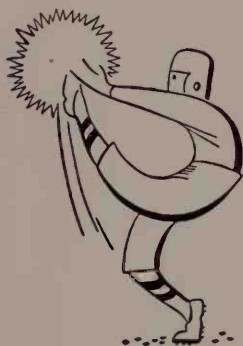
Promotional tie-ins: Letters to doctors, drug stores, school officials, and other public groups interested in civic welfare will help build up an interested listener group.

First Broadcast: April 1, 1942.

Broadcast Schedule: Thursday, 8:00-8:15 P.M., for 52 weeks.

Sponsor: Gunning-Casteel Drug Co.

Station: KROD, El Paso, Tex.



Finance

TOUCHDOWN PARADE It's 3 to 0 in the fourth quarter! The ball is in the center of the field on the Blue's 20-yard line! Reds have the ball! What would you do at this crucial moment in a football game?

Tuners-in on the WTMJ *Touchdown Parade* are given 10 seconds to call the signal on the play.

The announcer describes a situation exactly as it occurred in some famous pig-skin classic of the past. Score, period and the previous few plays leading into a crucial selection of plays by the quarterback are given. Three different plays are mentioned as possibilities in this mental signal calling. With Russ Winnie holding the stop-watch, radio quarterbacks are told at the end of 10 seconds which play was used.

In addition to the *Play Quarterback* portion of the show, the program (aired for the FIRST WISCONSIN NATIONAL BANK) consists of (1) transcribed college songs and (2) a three to five minute transcribed re-creation of an exciting incident from a football game of the past. *Example:* when the Green Bay Packers play the Chicago Bears, referee Winnie (who has been broadcasting football for 10 years) digs back in his memories for a thrilling moment from a previous game played by the two teams.

Promotion: Posters and window cards in the banks of the FIRST WISCONSIN NATIONAL BANK chain.

AIR FAX: Program immediately precedes the play-by-play broadcast of the football games of the Green

Bay Packers in the national professional league. At the time of the actual broadcast, sports announcer Winnie is already in his broadcast booth at the gridiron.

First Broadcast: September 7, 1941.

Broadcast Schedule: Sunday, September 7 through November 30, 1:45-2:00 P.M.

Preceded By: Sunday Salon, Local Musical Program.

Followed By: Football, Green Bay Packers.

Sponsor: First Wisconsin National Bank.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

Agency: Scott-Telander.

COMMENT: This hard to beat idea originally printed in the December, 1941 issue of *RADIO SHOWMANSHIP* is reprinted here because sports shows as good as this don't come along very often. Just before a big game, when listener attention is at its sharpest, is an excellent time to entertain the sports fans and promote your own business at one and the same time.

Men's Wear

SPORTS REVIEW With young men full of new ideas crowding the contemporary scene, oldsters have to look to their laurels. In days like the present, keeping up with the times gets civilian priority from grey beards and the downy-cheeked alike. When *HIBBS CLOTHING CO.*, Salt Lake City, U., went on the air over *KDYL*, it undertook a threefold task. The newest in men's clothing ideas, the newest in music, and the latest news in sports are spotlighted in this ten minute, twice-weekly show.

AIR FAX: Format includes a three-minute sports commentary, and two musical selections. Balance of time goes to commercial copy presented by a two-announcer combination.

First Broadcast: March 28, 1942.

Broadcast Schedule: Wednesday, 6:30-6:40 P.M.; Thursday, 9:35-9:45 P.M.

Preceded By: Wednesday, *War Coverage*; Thursday, *A Toast to America's Allies*.

Followed By: Wednesday, *A Toast to America's Allies*; Thursday, *The Mayor Reports*.

Sponsor: Hibbs Clothing Co.

Station: *KDYL*, Salt Lake City, U.

Power: 5,000 watts.

Population: 145,267.

COMMENT: In picking a sports program, time becomes an important factor. *Best bet:* a spot when men are the pre-

dominant dial twisters. Sports mix well with dinner time and pre-bedtime activities.

Sustaining

NIGHT SHIFT Changing hours of American industry at war means changing habits for its workers. In Cleveland, O., alone, there are approximately 25,000 war plant employees who get out of work somewhere between 11:00 and 12:00 midnight, and there are another 12,000 or more who go on duty between those same hours for the *Night Shift*.

Men and women are anxious to catch the late news before going to work, and the ones who are leaving their jobs are in need of relaxation and diversion. While there has always been a large radio audience between 11:00 P.M. and the witching hour, industry's *Night Shift* has materially boosted this rating.

Designed for the defense workers, *Night Shift* features 45 minutes of newsworthy events in the sports world. Play-by-play resume of the Cleveland Indians' ball games, race results, fight results and interviews with sports notables go into the show emceed by *WGAR*'s sportscaster Bob Kelley. Music in about equal proportions gives spice to the sports potpourri.

AIR FAX: *First Broadcast:* April 4, 1942.

Broadcast Schedule: Monday through Saturday, 11:15-12:00 midnight.

Preceded By: News.

Station: *WGAR*, Cleveland, O.

Power: 5,000 (d).

Population: 1,111,449.

COMMENT: Time periods which have never reached their total audience potential, are now ringing up heavy listening.

All-out war production living habits are cracking audience distribution beliefs adhered to for years. While listening during late hours has increased, station time rates have not.





SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Chambers of Commerce

ICE HARNESS RACES Famous in the growth of northern New York for its part in shipbuilding and in the Indian wars, Clayton, N. Y., is also known as the stepping off point for the magic land of the Thousand Islands. While resort towns generally anticipate that tire shortage will lead to tourist business shrinkage, the Clayton **CHAMBER OF COMMERCE** began tossing out its bids for summertime recreation seekers last February.

When the starting gun brought the horses to the post for the annual ice harness races, the Clayton **CHAMBER OF COMMERCE** and **WWNY** were there to cover the 50-year-old classic for New York and Canadian listeners. With git-up-and-git enterprise, local boosters decided that frosty broadcasts from the ice of the St. Lawrence river were one way of extending a warm invitation to air listeners to make Clayton their summer rendezvous. Longer term residence was promoted to offset tourist shrinkage. Presentations were on-the-spot descriptions of the color and activity of the ice harness races. Programs included descriptions of each race, final results of the races and heats as they were held.

Races were broadcast in half-hour segments from 2:05 P.M. through 4:30 P.M. Quarter-hour and half-hour returns to the studio featured music geared to appeal to listeners and carry them through for the next race broadcast. For each of the four days of the races, three half-hour broadcasts were aired.

To promote this first-time broadcast of the ice harness races a series of station-break announcements were used. Before and during the period of the races, news-

paper publicity tied-in with the broadcasts.

AIR FAX: Program-director and special events man Jean Clos, and sports announcer Jack Case handled the shows.

First Broadcast: February 20, 1942.

Broadcast Schedule: Three half-hour broadcasts daily, from 2:05 through 4:30 P.M., for four days.

Sponsor: Clayton Chamber of Commerce.

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

Power: 1,000 watts.

Population: 32,205.

COMMENT: It's a good bet for almost any sponsor to take advantage of the enthusiasm and interest aroused by local classics of this kind. Certainly such broadcasts will attract a tremendous listening audience in the home area. (For pic, see *Showmanscoops*, p. 239.)

Gasolines

ARMY-NAVY FOOTBALL GAME Because this year, more than ever before, the annual Army-Navy football classic belongs to the people of these United States, the pigskin headliner will be broadcast under commercial sponsorship for the first time in the history of the series.

When the two teams line up for the kick-off on November 28, the **STANDARD OIL CO. OF NEW JERSEY**, marketers of Esso products, will have its sportscasters on the 50-yard line. Broadcasts for the **STANDARD OIL CO. OF NEW JERSEY** will be carried in the 18 states and in the District of Columbia where Esso products are marketed. Open for sponsorship in the remaining 30 states is the football classic. Of the \$100,000 fee for broadcasting rights, \$50,000 goes to the Army Emergency Fund and \$50,000 to the Navy Relief Society.

Says J. A. Miller, manager of STANDARD OIL's advertising-sales promotion department: "We are, of course, happy to know that these two worthy organizations are to benefit by this arrangement. Obviously we also think it will be good advertising for Esso marketers and their services. But there is behind this decision a third consideration; our feeling that the Army-Navy game this year, more than ever, belongs to the people of the United States. There is no section of the country which does not have its constantly growing quota of young men in uniform. Whether sons and brothers on fighting fronts in far corners of the earth listen to the game by short wave, or their people at home hear it over our national networks, the healthy rivalry of the event is one which everyone can share more intimately than ever before. We intend, therefore, to carry the game to as wide an audience as commercial radio makes practical, including all short wave that will reach every American in service outside of this country."

AIR FAX: Responsibility for negotiating the participation of co-sponsors rests in the hands of Marschalk & Pratt Advertising Agency. Selections are subject to the approval of Army and Navy officials.

Broadcast Date: November 28, 1942.

Broadcast Schedule: Saturday afternoon play-by-play.

Sponsor: Standard Oil of New Jersey, others.

Agency: Marschalk & Pratt.

COMMENT: With gasoline rationing either threatened, or an actuality as it is in some parts of the United States, an army of radio football fans larger than ever before will huddle over the dials this fall. Sponsorship of a national event of this kind is an excellent way of getting mass coverage for a sponsor's advertising message. Gasoline accounts have found such broadcasts unusually productive in the terms of increased sales in the past, and while future sales will undoubtedly drop, the necessity for keeping the public brand conscious will be greater than ever before.

Manufacturers

NAVY "E" AWARD When adman George M. Gillen of the LUKENS STEEL Co. made notes of preliminary plans for the presentation of the Navy's "E"

Award to his company, he made a small notation at the end of the page. "Invite radio commentators," it said. That started it.

Suiting action to word, he got in touch with Roger W. Clipp, vice president of WFIL, Philadelphia, Pa., to inquire about the whereabouts of radio commentators. After some few minutes of discussion, he reached a quick decision. The ceremony was to be in the form of a full-hour radio show on WFIL, WJZ, New York City, and WCAU, Philadelphia. To workers and their families tired of long-winded speeches, the show was to be the thing. Into WFIL's lap went the whole job.

As plans jelled, what started out as a small ceremony for employees became a major public event. Decreed by Mayorality proclamation was a general half-holiday for Coatesville, where the plant is located. Recruited to play on the program was the High School Band. Then a 100-voice choir was added. *More spice:* the WFIL 30-man Concert Orchestra. Imported for the show were Vivian Della Chiesa, Diane Courtney and Announcer Ben Grauer.

Lock-stock-and-barrel, the whole show was moved out of the company's yard into the High School stadium seating 15,000 people. Prevailed upon to make the award was Assistant Secretary of the Navy Ralph A. Bard. Added to the program was the LUKENS STEEL Co.'s Band. To round out the gala-event, two dramatic sequences with professional actors were prepared.

To transport artists and celebrities from Main Line to Coatesville, adman Gillen added two Pullmans to the leisurely local, and both cast and guests were fed en route. *Ace-in-the-hole:* shrewd businessman Gillen took out rain insurance on the show, made provision to do a quick-shift indoors if necessary.

Broadcasting created another wrinkle to be ironed out. Thundering locomotives on the PENNSYLVANIA RAILROAD's main line westward run smack-dab past the stadium. WFIL's solution to the knotty problem: railroad officials agreed to stop all local freights during the hour, to use electric locomotives on

through trains. Engineers were cautioned about whistles. Hung up was some kind of a record for patriotic celebrations: an hour's program with only 12 minutes of talk!

Record for LUKENS, said to be the largest producer of rolled armor plate in the country: six new all-time production records in 1941. With a new high set for every month of 1942, its production rate is 100 percent more than the previous all-time high.

AIR FAX: *Sponsor:* Lukens Steel Co.
Station: WFIL, Philadelphia, Pa.
Power: 1,000 watts.
Population: 2,081,602.

COMMENT: When the bands begin to play is a good time to reap the harvest of patriotism planted during peacetime in the hearts of Americans. While Navy "E" Awards are wonderful morale builders for company employees, these same celebrations can also build civilian morale at one and the same time. Truly a vital link in the defense effort is the man behind the production line, and the sponsor here, wisely, paid widespread tribute to him.

Men's Wear

FIGHT BROADCASTS Hats, razors, other products of a similar nature, have built up national distribution through sponsorship of ringside events. Beaten to the punch was the regional sponsor because big-time business had taken on championship of the champions, and no crumbs fell from the advertising training table for more modest advertisers.

When WSTV, Steubenville, O., installed special facilities at its transmitter site, making FM pick-ups and rebroadcasts possible, SPEAR & Co. tossed its hat in the ring for its men's wear department. On the night of the Bobo-Franklin fight in Pittsburgh, Pa., Steubenville fans had ringside seats. Sponsored by SPEAR & Co., blow-by-blow accounts of the event were carried over WJPA, Washington, Pa., and WSTV, Steubenville, through FM transmission and rebroadcast.

AIR FAX: *First Broadcast:* March, 1942.
Sponsor: Spear & Co.
Station: WSTV, Steubenville, O.

Power: 250 watts.
Population: 50,878.

COMMENT: Out of the experimental class is static-free, non-fading Frequency Modulation radio. While FM will not be commercially important to the local sponsor until tens of thousands of such sets are in use, here is one example of FM's present-day usefulness. In the offing is increased use of such hook-ups for regional commercial program transmission. Novelty gets such programs off to a good start, and sports fan enthusiasm does the rest.

Sustaining

VICTORY CUP When "the champ" of any of the major or minor American sports pays the hometown a flying visit, hundreds flock to pay homage. Pretty much put on the shelf is the local champion. In Fitchburg, Mass., however, record holding athletes no longer get the cold shoulder from the homefolk. *The reason:* WEIM's *Victory Cup*. Each year Fitchburg citizenry turn out at a city wide testimonial honoring its most outstanding athlete. Presented this year for the first time, United States and North American speed skating champion, Carmelita Landry, copped the honor.

Bursting their buttons with pride were the French-Americans present at the City Hall when the local Mayor, Councilmen and Skating officials paid verbal tribute to blade champion Landry, whose bread-and-butter work is with the LOUIS DEJONGE PAPER MILL. When WEIM's spokesman Joan Adams paid tribute in the French language, enthusiasm reached the boiling point, burst out in applause that hit the rafters.

AIR FAX: *First Broadcast:* April 20, 1942.
Broadcast Schedule: Monday, 8:15-9:00 P.M.
Station: WEIM, Fitchburg, Mass.
Power: 250 watts.
Population: 40,692.

COMMENT: Good will builders of the first water are such special events broadcasts as this. While the flames of local pride need to be fanned to reach white heat, such manifestations are the cement which help bind a community together. (For pic, see *Showmanscoops*, p. 238.)



SHOWMANSHIP IN ACTION

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

Beverages

GRAIN BELT SPORTSCAST When the MINNEAPOLIS BREWING Co. opened up its branch office in Sioux City, Ia., all set to *Roll Out the Barrel* was branch manager Leo Bastien. Step Number 1 in whetting the thirst of Sioux Citizens: a nightly *Grain Belt Sportscast* over KSCJ. Step Number 2 made a good advertising bet better.

Forty bottles of GRAIN BELT BEER are given free to the first 20 patrons in each of two taverns announced on each night's broadcast. *Showmanstunt*: each tavern handling GRAIN BELT BEER is given a number, and the numbers are placed in a barrel. Twice during each broadcast Program Director Larry Coke *Rolls Out the Barrel*, pulls out a number. The first 20 patrons in the taverns whose numbers are up get free bottles of GRAIN BELT. *Solace to the thirsty*: if more than 20 are in the tavern when the number is drawn, all get free beers. Once a number is drawn, it is left out of the barrel for several days, then put back, giving distributors a chance for a repeat.

Good will builder: dealer's tavern, and the tavern dealer himself get good plugs when the numbers come out of the barrel. Listeners are urged to go at once to get a chance at the free beers, are reminded that the welcome mat is always out.

Skyrocketing sales figures indicate that listeners, too, *Roll Out the Barrel*. One

month after the start of the series, Branch Manager Leo Bastien skoaled: "Outlets selling GRAIN BELT BEER in Sioux City, alone (exclusive of grocery stores) have jumped from 44 to over 80. Sales are now double what they were last year."

AIR FAX: Sportscaster John McEwen gives the sports low-down on this quarter-hour stint.

First Broadcast: January 26, 1942.

Broadcast Schedule: Monday through Saturday, 10:15-10:30 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Minneapolis Brewing Co.

Station: KSCJ, Sioux City, Ia.

Power: 5,000 watts.

Population: 83,110.

Agency: Batten, Barton, Durstine & Osborn, Inc., Minneapolis, Minn.

COMMENT: While sports are a tested medium for securing mass sales distribution, showmanship is one explanation for the jigtime success of this show. Sponsor's idea of directly stimulating dealer outlets with free beers creates invaluable good will. (For pic, see *Showmanscoops*, p. 238.)

Men's Wear

PRESSBOX QUARTERBACK Back in football's ancestry is a game played on Bigsige Field at Rugby, England. History has it that the first man ever to pick up a ball, run with it was one William Webb Ellis. Another branch from football's ancestral tree is the *Wall Game* which had its birth on the playing fields of Eton. Through the slow process of evolution, the game known today, came into being. By the time Eton got around to sending a football team to play against Yale in 1873, the two teams had few rules in common. By game time,



some Yale rules and some Eton rules had been adopted. *Victory for Eton*: adopted was its 11-man-team, instead of Yale's 15-man-team.

Football has had eleven players ever since, but in all parts of the country, each Saturday usually sees one man emerge as *The Player of The Week*. When EASTERN SILK MILLS took to the KTSM airwaves in El Paso, Tex., *The Player of the Week* was a feature of its show. Selected by the station personnel from one of the local high school or college games of the preceding weekend, *The Player of the Week* was interviewed on the show, awarded a Loafer Jacket by EASTERN SILK MILLS. Each of the five high schools and the local college was represented at least twice in the selection of *The Player of the Week*. In most cases, the school coach appeared on the program with the honored player.

Throughout the entire campaign, a voting contest was conducted to determine *The Player of the Year*. Up to the ballot box in the sponsor's store stepped football fans to cast ten votes for each 50 cent purchase. At season's end, player with the greatest number of votes was awarded a \$25 merchandise order.

Commercial copy was confined to sportswear items that appealed to the high school and college person.

AIR FAX: Major portion of the quarter-hour was devoted to football oddities.

First Broadcast: September, 1941.

Broadcast Schedule: Monday, during football season, 7:00-7:15 P.M.

Sponsor: Eastern Silk Mills.

Station: KTSM, El Paso, Tex.

Power: 1,000 d.

Population: 105,136.

COMMENT: While All-American ratings are the goal of big-time teams, each community has its own heroes to whom fans are eager to pay homage. Here is an excellent way for a sponsor to fan the flames of pigskin enthusiasm, call the signals for his own business increase at one and the same time.

SAMPLE SCRIPT AVAILABLE

SPORTS SERVICES

RADIO EVENTS, INC.

535 Fifth Avenue
New York, N. Y.

DICK DUNKEL FOOTBALL FORECAST *Nation's No. 1 Spot Sport Show*. Featured on 114 stations in 1941. Based on famous Dunkel Rating System (annual pre-season forecast in *Life Magazine*). Service consists of (1) three 15-minute scripts each week, and (2) forecast sheets imprinted with sponsor's own advertising. ATLANTIC REFINING COMPANY, eastern sponsor for the last seven years, gets 1,250,000 weekly calls. It has taken 15 years to make this tremendous football spot show possible.

NBC RADIO-RECORDING DIVISION

RCA Building

Radio City

New York City

TOUCHDOWN TIPS For sponsors in search of an advertising medium to carry the ball across the sales goal set for this year's fall season, *Touchdown Tips* now in its third season (1942), is top-scorer. Sports commentator Sam Hayes forecasts winners and scores of some 30-odd games from coast-to-coast during each of the fast-moving broadcasts, adds an amusing *Gridiron Gem* and other interesting highlights. Thirteen quarter-hour programs for broadcast each Friday during the college football season; provision for three live commercials.

FREDERIC W. ZIV

Radio Productions

2436 Reading Road

Cincinnati, O.

ONE FOR THE BOOK When a current transcription series is immediately scheduled by 47 stations, it's *One for the Book*. Series consists of 390 five-minute sports episodes by America's No. 1 sports commentator Sam Balter. Sam Balter gathers, writes and broadcasts human-interest, exciting, tense moments in the world of sports similar to his *Once in a Lifetime* series which Balter broadcast four years on an 82-station network. Stories time approximately three minutes, leaving ample time for commercials. Baseball, football, basketball, racing, golf all become *One for the Book*. Program may be used as a five-minute show once or many times a day. It may also be adapted as a human-interest feature for a regular quarter-hour sports program. Three episodes may be used together for a quarter-hour show.



PROOF O' THE PUDDING

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

Finance

HIGHLIGHTS AND HEADLINES When the COMMERCIAL BANK of Ashtabula, O., took to the WICA airwaves with *Highlights and Headlines*, it felt that the Sunday 1:15 P.M. quarter-hour was a good time to catch would-be investors at home. Now in its second year of sponsorship, 1941 was the biggest year in the bank's history!

With the UNITED PRESS weekly news review as his mainstay, COMMERCIAL'S secretary-treasurer J. R. Wyman, presents his weekly parcel of news. A sound montage of bank machines opens the program, ending with a buzzer and a girl answering a telephone. Call is taken by bank newscaster Wyman, who answers *live* with the announcement that any banking transaction will be handled by any teller at any window. A station announcer gives the opening, middle and closing commercial, as well as the sign-off.

AIR FAX: First Broadcast: 1940.

Broadcast Schedule: Sunday, 1:15-1:30 P.M.

Preceded By: Ave Maria Hour.

Followed By: Matinee Dance.

Sponsor: Commercial Bank.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: Sponsors with mike presence, good voices and pleasing personalities frequently find that the added personal element which comes with their own appearance on their own show produces splendid results. For others, radio can build personalities endowed with qualities of voice, manner and salesman-

ship. It is up to the sponsor, however, to promote these personalities with as much energy as he would promote himself. The end-result is the same: *better business from radio.*

Grocery Products

BASEBALL PLAY-BY-PLAY For four of its five years of sponsorship of Oakland, Cal., baseball games in the Pacific Coast League, GENERAL MILLS co-sponsored with the B. F. GOODRICH Co. Came the opening of the 1942 season, with tire shortages putting GOODRICH on the bench for the duration. Up to home plate stepped GENERAL MILLS, batted out the homeruns to KROW listeners for its sixth consecutive year. This year it went previous years one better: heretofore, KROW broadcast only the Oakland club's games. In 1942: broadcast were both San Francisco and Oakland games. Month after season's opener, the SIGNAL OIL Co. stepped into the pitcher's box, took on co-sponsorship.

Secret of GENERAL MILLS, INC.'s, advertising success: carefully devised, thoroughly executed promotional plans. Prior to the season's opener, GENERAL MILLS representatives, KROW executives and baseball announcers map out the summer advertising campaign over the conference table.

Announcers are drilled to letter-perfection with every phase of commercial copy to be used. Recordings are utilized; announcers check technique and selling ability as it will actually be miked. Visits to grocery outlets help them comprehend the competition with other brands and the job to be done. GENERAL MILLS heavily personalizes its announcers on the theory that the announcer is WHEATIES. First seasonal promotion: *Welcome Back Week* for the Oakland baseball team upon its return from training camp. Street parades, banquets and pep meetings with the Oakland Boosters Club, an active participant, are a part of the picture. Thousands of fans jam-pack SWEET'S BALLROOM for the annual baseball rally, with KROW's best air-shows and most popular personalities

heralding the return of King Baseball to the local sports scene.

AIR FAX: *First Broadcast:* 1936.
Sponsor: General Mills, Inc.
Station: KROW, Oakland, Cal.
Power: 1,000 watts.
Population: 432,898.
Agency: Westco Advertising.

COMMENT: In spite of wartime censorship, play-by-play broadcasts of sports events successfully carry on for their sponsors. Already apparent: that colorful, on-the-scenes broadcasts are possible, even if announcers can no longer linger on the weather. (For pic, see *Showman-scoops*, p. 239.)

Meats

BASKETBALL TOURNAMENT In December of 1891, a Canadian athlete whose football exploits had won him eastern huzzahs at the Springfield, Mass. YMCA, devised the game known today as basketball. He was the late Dr. James A. Naismith.

Hoosiers, particularly, have come to know and love this great indoor game. Each year almost 800 high schools enter the festival of tourneys which lead up to the super-regional and state final high school basketball tournaments. *Surest way to net profits in Indiana:* sponsorship of this event.

No doubting Thomas was the PETER ECKRICH & SONS, meat packers, when it took on sponsorship of the super-regional and state finals broadcasts, but it was willing to be shown, via WOWO, Fort Wayne.

Hook by which the company determined consumer reaction to these broadcasts: *Hilliard Gates Basketball Booklet*. Mentioned on all tourney pickups, the handbook featured an article by sportscaster Gates, also included championship records, medal winners, basketball oddities, other assorted statistics. Center insert featured ECKRICH FRANKFURT menus and recipes. No dribble was the response to the ECKRICH offer. Caged were 45,000 copies!

AIR FAX: *First Broadcast:* March, 1942.
Sponsor: Peter Eckrich & Sons, meat packers.
Station: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.
Population: 117,246.
Agency: Bonsib Advertising.

COMMENT: Not restricted to Indiana is public enthusiasm for this sport. The 1941-42 season found the game played as a major sport in more than 1,700 colleges and 18,000 high schools. During the campaign, more than 90 million fans attended games.

Participating

SPORTSPAGE OF THE AIR That listeners know a good thing when they hear it is vouched for by seven Washington, D. C., firms whose participating program is heard over WOL. Proof that *Sportspage of the Air* is an A-1 advertising medium: *these seven firms have been advertisers on the program for more than five years!*

Never still are the ponies, and throughout the year race results are given. When baseball, football, basketball and other seasonal sports are in the spotlight, sports announcer Russ Hodges dishes up results to his afternoon listeners.

With accent on sports, the six-times weekly show running from 1:00 to 5:00 P.M. also features recordings and musical transcriptions. Interspersed are commercials plugging everything from clothes to night clubs.

AIR FAX: For his ability to cover sports on the air, ace announcer Hodges was presented a special *Variety* award plaque.
First Broadcast: 1935.
Broadcast Schedule: Monday through Saturday, 1:00-5:00 P.M.
Preceded By: Varied.
Followed By: Varied.
Sponsors: Phil Boby Clothing Co.; Gayety Theatre; Lichtman Theatres; Eli Rubin Optical Co.; Dude Ranch Night Club; Heurich Brewing Co.; Marvin's Clothing Store, others.
Station: WOL, Washington, D. C.
Power: 1,000 watts.
Population: 521,886.

COMMENT: Music and sports make an effective combination for sustained listener appeal. A four-hour long show gives ample time for the messages of numerous sponsors to be heard and digested by sports fans and music appreciators alike.



JOHNNY ON THE SPOT

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

NOT SKITTISH ON SKITS

Long had the SCHIFFER CLOTHING Co., Lewiston, Idaho, turned a cold-shoulder to radio advertising. Luke-warm officials at long last agreed to listen to the WALTER BIDDICK Co.'s *Men's Credit Clothing Skits*. Forty minutes after KRLC representatives had set up auditioning equipment, SHIFFER CLOTHING signed on the dotted line. Contract was for the 26 BIDDICK skits, plus 26 programs to boot! Transcribed skits, such as these, enable local sponsors to compete for attention with big-time national users. *What's more:* the cost of the recordings to each individual sponsor is only a fraction of the total production cost.

WORDS FOR WAR

While the course of battle on far-flung fronts makes the situation more or less critical for The United Nations, *awareness* of those battles is what whips up the fighting spirit among warring peoples. Radio's part is to help disseminate this knowledge, help create a do-or-die spirit among patriotic Americans. Since people must be reminded not once, but many times, war announcements step to the fore.

Effectiveness of such announcements steps up when the continuity is personalized, or written in the style of a personality or a program. What rings the bell on a woman's hour doesn't carry a knock-out punch on a sports review. To command a larger, more receptive audience than generalized routine announcements, continuity is best closely integrated to program content.

A pocketful of successful copy is *Words for War* made available to the broadcasting industry through WOR's Promotion and Research Department.

SPOT PAINT SPOTS

Pattern for many paint companies who turn to radio: spot announcements during the peak season, or a 13-week program that blossoms with the spring flowers. Not so is it for THE ROEMHILDT PAINT & GLASS Co., Dayton, O. Manager Rudolph Roemhildt uses a WING schedule of two per day, six days per week, the year 'round. Station breaks are timed for 9:00 A.M. and 12:30 P.M.

Check on radio's worth consists of watching for calls and comments on new brands and products announced via radio. *Sponsor's considered opinion:* customers are brought in sufficient numbers to make radio a profitable venture.

Tie-in for THE ROEMHILDT Co.'s dealers in Dayton and near-by towns: each announcement features the names of one Dayton dealer and one out-of-town dealer who handle the products. *Good will builder:* ROEMHILDT gives it spots to different groups on occasion. *Example:* Hardware Week or Clean-Up Week. Plan has clicked for six years to date.

ADVICE

(Continued from page 223)

One of the biggest advantages of departmentalized radio programs: *flexibility*. When you throw all your eggs into one basket, results are difficult to check, mistakes far more costly.

Most department stores try to duplicate newspaper results on "peanuts." Let them buy a fifteen-minute program and immediately they shove everything from diapers to davenport into the program. In newspapers, that's *omnibus advertising*. In radio, it's *ominous*. Concentrate, instead, on *one* department, the one that can obtain the most good from the particular program's audience. That's the one way, the only way, the department store can get a fair test of radio's selling prowess. That's the only way radio can expect to build the department store into a big advertiser.



YOURS FOR THE ASKING

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

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (Apr., '42, p. 140).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Building Materials—Homers at Home (Feb., '41, p. 58).
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BY NANCY HARRISON

HEAVENLY! This year, members of the Band and Public Relations will be working with the M.A.A.'s (Marching Arts Association) to help in the effort to help the school's reputation. The band will be playing a variety of