

S Showmanship



SEPTEMBER 1987

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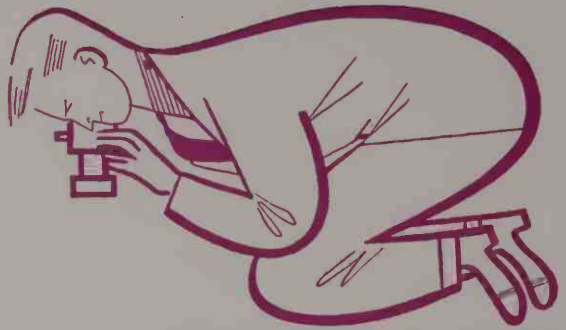
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37 TESTED PROGRAMS FOR BUSINESSMEN



YOUR BUSINESS AT A GLANCE

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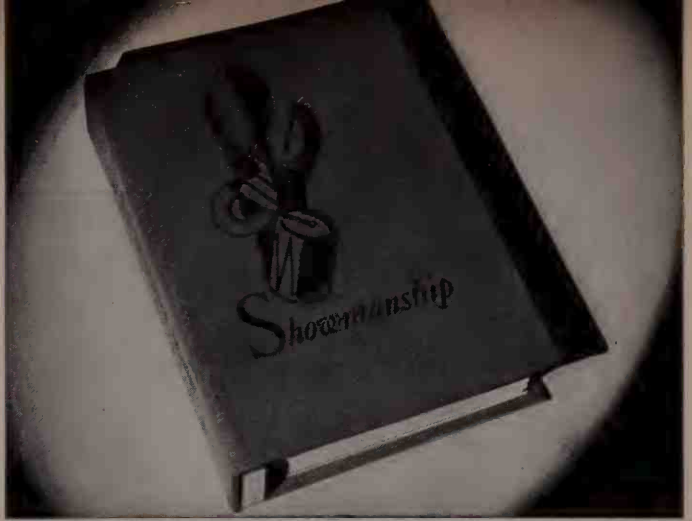
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WHY SHOP FOR TRANSCRIBED FEATURES?



TRANSCO HAS A QUALITY SERIES FOR EVERY TYPE OF SPONSOR...

● **Over 3,000 quarter hours of SOLID ENTERTAINMENT, featuring "name" stars**

● **Radio of Ten Years Ago** — A new program idea. 390 hour bright variety shows—Bob Burns, Elvia Allman, Phil Harris' Orchestra, Martha Raye, and many others.

● **The Hunchback of Notre Dame**—classic drama. 35 quarter-hour transcriptions.

● **Frankenstein**—highly dramatic thriller. 13 quarter-hour transcriptions.

● **The Story Behind the Song** — true origin of famous music. 39 quarter-hour transcriptions.

● **Country Church of Hollywood** — favorite hymns — philosophy. 78 quarter-hour transcriptions.

● **Jerry of the Circus**—juvenile. Circus adventures. 130 quarter-hour transcriptions.

● **Mama Bloom's Brood**—humorous. Family appeal. 78 quarter-hour transcriptions.

● **Thrills from Great Operas** — operas dramatized. Arias in English. 39 quarter-hour transcriptions.

● **And Forty Other Series . . .**

Let Us Tell You More About These Shows . . . Write For Catalog

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

Hollywood Blvd. at Cosmo

Hollywood, California

Something to Remember You By!

IN the golden age of post war activities, established business will once more woo with dulcet tones the customer it must so ruthlessly turn down today. When that time comes, it may well find the object of its affection a fickle public. Its handsome rival for the fair lady's hand is even now pressing its suit with promises of a story book ending. The consumer lends a willing ear to rosy promises of new things to come, new products to replace established order. While the one and only *original* is off to war, its rival—*substitute* is the current name for it—establishes a place for itself.

What will happen when the two mortal enemies meet face to face? Will the old once more fight the forward march of progress, go down to inevitable defeat?

Will the owner of a lumber yard stick to his two-by-fours, reject new-fangled metal alloys, clays and concretes? Will aviation seriously alter the railroad passenger and freight business? Railroads with heavy investments in aviation lines will win, no matter which way the tide runs. Will established business take over the tremendous future for plastics? Will it stake its claim in the field of dehydrated foods? To shift with the tide is to endure. Resistance is the first step to erosion and obliteration.

Manufacturer or small retailer, each has a single function in the economic system. His *real* business is to make money. The product is but a means to an end. By absorbing the new, he widens his own personal business horizon. And the cards are all stacked to his advantage.

He has more than the advantage of credit, location, space, customers and knowledge of trade practices. He also has the general acceptance which advertising has built up to carry over to new products. To maintain that consumer acceptance is the advertiser's wartime job. With it he lays the ground work for public approval of new products, maintains his market for established lines.

To build respect and confidence, in other words, a backlog of good will, takes more than an occasional gesture. It's the long pull year in, year out. And what is the accepted medium for building good will? Business itself gives the answer. Since Pearl Harbor, the steady increase in the volume of radio advertising shows that radio is the man for the job. Both old and new accounts find that radio is the all-purpose advertising medium. Why? Because it gives people something they value—entertainment—by which to remember the advertiser who makes possible its favorite pastime!

The Editors



*From the pages of a great magazine....
comes a thrilling new Radio Series.*

MODERN ROMANCES

Every one of these exciting dramas is true—every one is different—every one is complete in itself—every one is timely and in tune with today.

MODERN ROMANCES is more than an “escape” program. It dramatizes the domestic and love problems that millions now face. It brings relaxation, inspiration, and solace to men and women of all ages.

Taken from the pages of one of America’s fastest-growing magazines, MODERN ROMANCES is expertly dramatized, excitingly acted, skillfully produced. And because each of the 15-minute programs in the series of 39 is complete in itself, MODERN ROMANCES gives you time-buying flexibility; you can spot it at whatever time is most advantageous and economical.

MODERN ROMANCES is a program so ef-

fective, so strong in audience-attraction, so certain to do a great sales job for its sponsors—that you can’t afford to overlook it in making your plans. Write *today* for full information, audition records, and availability data.

MODERN ROMANCES is NOT for Sale in North Carolina, Virginia, South Carolina, Florida and Georgia.

The Columbia Baking Co., Atlanta, Ga., through the Freitag Advertising Agency, is sponsoring MODERN ROMANCES in these states on 27 stations, using evening time on 17 of them.



Radio-Recording Division

NATIONAL BROADCASTING COMPANY

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

"P.B." Talks It Over

Juster Bros., Minneapolis,
Set Northwest Men's Styles

P. B. Juster, President,
Credits Radio

No man has ever entered JUSTER's and even intimated that he wanted a *reat pleat*, a *stuff cuff*, or a *drape shape*!

No woman has ever stalked in and bought a green polka dot shirt for her husband, either.

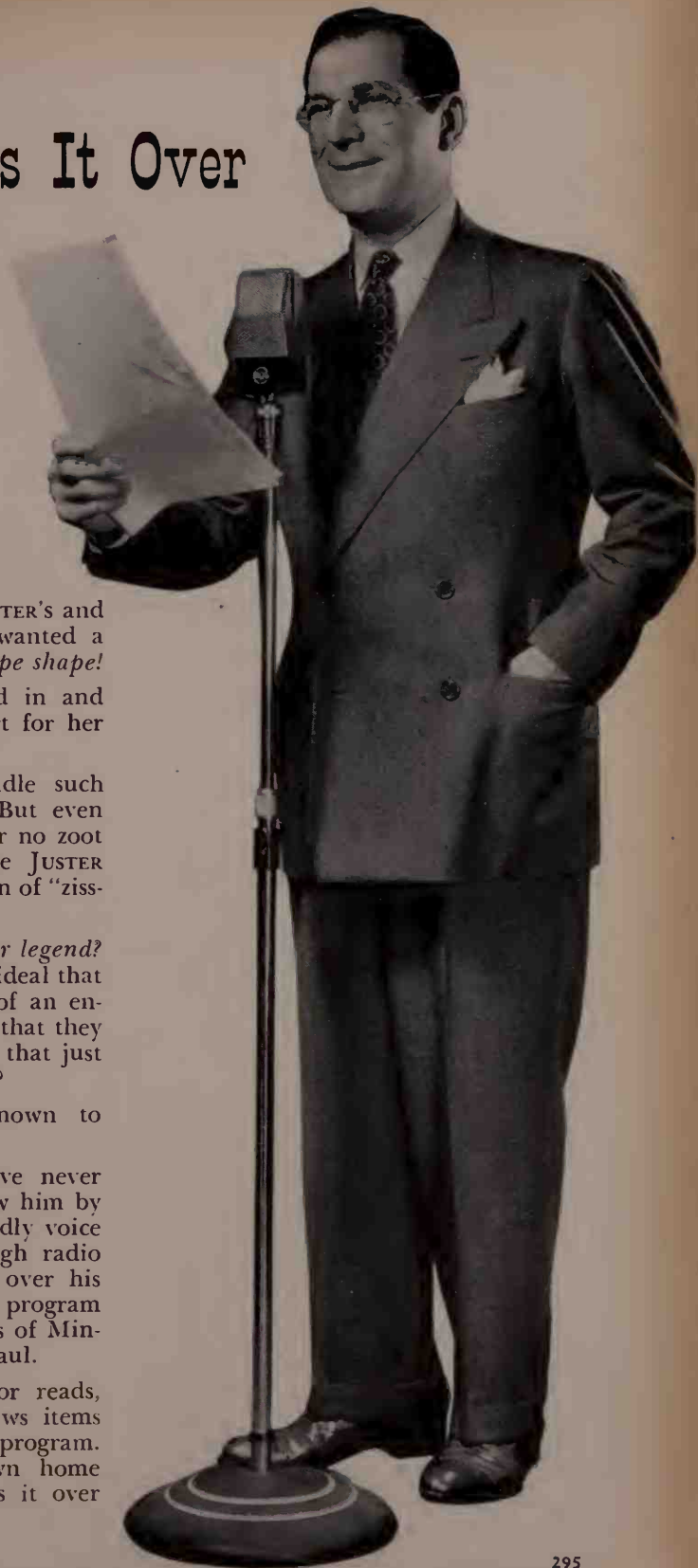
True, JUSTER's doesn't handle such incendiary raiment for men. But even more important as a reason for no zoot suits or dog-fight shirts is the JUSTER legend which preempts inclusion of "ziss-boom-bah!"

What gave birth to the *Juster legend*? Who nurtured and fostered an ideal that seeped into the consciousness of an entire clientele to such an extent that they don't even ask for merchandise that just couldn't bear the JUSTER label?

A glistening gentleman known to thousands as "P.B.!"

Many of the thousands have never seen "P.B.," but still they know him by this sobriquet; his husky, friendly voice comes into their homes through radio speakers several times weekly over his own *Front Page of the Air* news program via WTCN, in the Twin Cities of Minnesota, Minneapolis and St. Paul.

But "P.B." neither edits nor reads, nor even sees, the WTCN news items which are broadcast on his program. From the sanctity of his own home or his own office, "P.B." talks it over





● Smart and up-to-the-minute inside and out is the JUSTER BROS. CLOTHING STORE, Minneapolis, Minn.

College men entered into the thing in dead earnest. A steering committee was appointed. Models were chosen. And out of it came a university man's suit that fast became *de trop* on the campus. This was the first edition of a suit known as the *Minnesotan V-3*. Subsequent years brought new versions of the *V-3*.

And with the popularity of "P.B.'s" style consciousness, JUSTER's grew swiftly. Seeking larger quarters, the house of JUSTER moved upward, into the heart of the Mill City's shopping center. At the same time, it moved upward in the shopping instincts of Minnesota men.

But "P.B." wasn't satisfied. The *v-3* became the *British Lounge Model*, a generic term which this Lucius Beebe of the clothing industry still maintains. The 6-story building which houses JUSTER's became the mecca to which men from everywhere in the Northwest traveled for style.

Therein lay "P.B.'s" credo. "Style," he says, "is far more important than anything else in a man's dress! Comfort, ease, yes, and even self-assurance come to the man who knows he's well dressed!"

His Style Clinics became annual affairs not only for younger men, but for business people of all walks of life. Regular and enthusiastic attendance of all sessions of the NATIONAL ASSOCIATION OF RETAIL CLOTHIERS AND FURNISHERS won for him the presidency of that organization.

Meantime, "P.B." continued regular clinics in which style was the promulgated highlight. He discussed his hometown activities in meetings of the national association. There, they filtered out into the trade and to the general public of the nation.

Thus, JUSTER's *Style Clinics* were placed on a nation-wide basis, requiring

with the men in his audience in place of the usual commercial; and it isn't unusual for "P.B." to talk about men's clothing in a way that is far from commercial. He caresses descriptions of "lounge drape suits" . . . of an "easy fitting coat" . . . or a "porous fabric" . . . or a "smooth fitting lapel." Often he talks of things remote from the clothing business. But always he gives the impression of a man who knows his work and who loves it.

"P.B.'s" theory that it takes more than clothes to make the man had its inception when JUSTER's was but a modest store on Minneapolis' lower Nicollet avenue. As closely as he can recall, he awakened one morning with an idea for a *Style Clinic* of university men. On the campus, the idea was received with open arms and minds. And *Clinic Number One* went off with over 300 college men attending the affair at the Nicollet Hotel ballroom. Stylists and suiting specialists from New York and Chicago discussed the values of long lapels; the number of buttons on the jacket; the cut of the trousers, and types of woolens for various suit styles.

"P.B." to conduct such events in all parts of the country.

All of which had its genesis one morning in 1926 when P. B. Juster woke up with an idea. And radio was a part of that idea.

In terms of years on the air, "P.B." is one of the Twin Cities' oldest commentators. His first timid feeler into the ether almost concurred with the birth of the Style Clinic, in 1926.

Since that date, he has been on the air consistently, in all seasons, bringing his listeners his suave and friendly discussions of his love of correct clothing for the male of the species.

For many years, he trudged to the station studios to have his radio visits with men of the northwest. When the drain of time became excessive, "P.B." arranged to have a mike placed in his own home. And it is from there, in his own library, that P. B. Juster now delivers his talks on style over WTCN.

Presently, his program titled *Front Page of the Air* is aired at 9:30 P.M., six nights weekly. Format of the WTCN show is simple and direct. His news commentator opens with straight news stories to a logical break; then, with some pertinent comment, switches the microphone to P. B. Juster's home. And from there, his listeners hear a pot-pourri of discourse, all revolving about how style can help the man.

It is not unusual for this man of fashion consciousness to have a guest appear on his program. Guests may be visiting

celebrities, many of whom make "P.B.'s" home their headquarters when in Minneapolis. More often, though, his radio visitors are service-man guests at the Juster home, for since Pearl Harbor, "P.B." has established a custom of entertaining the men of the armed forces in his own home.

Never unctious nor over-solicitous, "P.B." talks about his favorite topic in a straight-from-the-shoulder, man-to-man way. Proof that his forthright approach to a hitherto dormant subject is paying dividends is the day by day results of the JUSTER legend of style concern.

News of the world and news from the men's wear world is the combination that has established JUSTER's for its style leadership. With the medium of the human voice, JUSTER's built confidence, told a story and left an impression not of price but of style and authority.

Not in a day, nor in a month, but over the years, that is the job that radio has done for JUSTER BROTHERS. It has helped sales, made customers and lasting friends. To JUSTER BROTHERS, radio is all-important!



● Clothes make the man and radio has been instrumental in making JUSTER BROS. a men's style center for the Northwest. Friendly personality behind the mike is P. B. Juster himself.

Town Crier Tells and Sells

Consistent Use of Radio Charges Good Will Batteries, Strings
Direct Sales Line for Central Illinois Light Company, Peoria



● Lit up over the 1943 *Better Copy* Contest award are Roy K. Dallas, sales manager of the CENTRAL ILLINOIS LIGHT COMPANY; scripter-producer Clara Walsh, and WMBD co-announcer Berne Enterline. CILCO'S experience emphasizes the value of radio's personal element. A friendly, informal approach brings a full measure of good will as well as direct and immediate sales returns.

TEN minutes a day, Monday through Friday, since April, 1935, radio has given to the people of CILCOLAND a ten-minute message of good will, sales and service over WMBD, Peoria, Ill., for the CENTRAL ILLINOIS LIGHT Co. *The Cilco Town Crier* combines news and information on social and civic events with selling copy about Cilco gas and electrical appliances and service. If its long record of service proves anything, it proves the value of consistency.

Tests made on the pulling power of *The Cilco Town Crier* have always been most gratifying. In 1935, Cilco sponsored a contest for the oldest gas and light bill. Via radio only, 38 prizes were offered, including cash and electrical appliances. Cilco received 892 entries! Three years later, when a *Foto Forum* contest was conducted among amateur

photographers, hundreds of entries were received from persons living in 25 of the 35 towns in CILCOLAND.

A *Hidden Appliance* contest held in the summer of 1939 was even more successful. Commercials were presented in the form of skits, and listeners were asked to list all gas and electrical appliances mentioned in the dramatizations. Two winners were selected each day, and they received Mazda bulbs, pin-up lamps, electric clocks, and things of that nature. Besides creating immense interest, the contest promoted toasters, percolators, ranges, heaters, and all the other appliances brought into the skits. Cilco salesmen reported that almost everyone they called upon listened regularly to the *Town Crier*.

Recently home canning and drying of foods was discussed on the program, and

pamphlets prepared by the CILCO HOME SERVICE DEPARTMENT were offered free to homemakers. Mail and telephone responses were overwhelming. Thousands of bulletins were mailed out to women all over the territory.

One selling message from 200 to 300 words long is used at the opening of each broadcast, with only sponsor identification at the end. The actual length of the commercial is determined by the importance of the particular promotion of the moment. Seasonal appliances of all kinds, *Better Light*, *Better Sight* campaigns, and advertising on behalf of gas heat are all used. Here is a specimen commercial:

BERNE: Jean . . . do you remember the stories about Abraham Lincoln . . . how eager he was for an education that he walked miles to borrow a book . . . then spent hours before the open fireplace reading?

JEAN: Yes, the light from the fire was probably the only light in the room. Folks in Lincoln's time had no other type of light than that from a fire . . . and perhaps candles and lanterns.

BERNE: So they were satisfied to read and work in poor light . . . because they had to be satisfied.

JEAN: But in 1943 it's different. We have electricity to give us almost daylight brilliance whenever we want it. We're really pretty fortunate.

BERNE: Yes, we are. But often we don't take full advantage of our lighting facilities. Very often the lighting in our homes is not as bright as it should be.

JEAN: Every reading lamp should carry at least a 100-watt bulb for proper lighting . . . and every other light fixture and socket in the home should be equipped with an adequate sized bulb to give your eyes a break . . . and make life at home brighter and more cheerful.

BERNE: Take a look at all of your light fixtures today. Check up on the bulbs. And be sure you have each lamp equipped with the proper bulb. See your Mazda dealer or your Central Illinois Light Company, and stock up on the Mazda bulbs you need. Remember the Mazda is the bulb that stays bright longer.

For this type of copy, the CENTRAL ILLINOIS LIGHT COMPANY was awarded a certificate in the 1943 *Better Copy Contest* for radio advertising at the Public Utility Advertising convention, a department of the Advertising Federation of America. This award was won over competition from the states of Michigan, Ohio, Indiana, Illinois, Wisconsin and the Dominion of Ontario, in Canada.

Presented in a free, conversational style, the program always has a certain amount of lightness and humor. The two announcers featured on the program, scripter Clara Walsh, and WMBD

staff announcer Berne Enterline, merely talk things over. A wide listening audience knows them as two friends who come into their homes each day at lunch time with valuable information on current and vital subjects.

Daily, at 12:45 P.M., the tolling of a bell ushers in the *Cilco Town Crier*, and the ten-minute program features brief, newsy announcements of social and civic events in CILCO territory. Any church, club, group or organization sponsoring an event open to the public and operating for no profit has the free use of the program to promote the event. In a seven months' period, 3,012 announcements were made. A unique angle is the mention by actual name of new CILCO customers in the community, with a warm and sincere welcome to CILCO-LAND.

Because the commercials are in reality, of a public service nature, they work directly into the program itself. As a part of this service, valuable homemaking and meal-planning suggestions are passed on from the CILCO HOME SERVICE DEPARTMENT. Every Thursday is recipe day, and a tested recipe from the CILCO KITCHEN is read on the air. Calls from interested homemakers who want copies of the recipes flood the WMBD switchboard. In addition to homemaking and meal planning, this feature gives suggestions on the care of home appliances, how to get the best lighting from home fixtures, and how to make the most of the wartime home.

When the first *Cilco Town Crier* program went on WMBD, its purpose was:

- a) to offer valuable service to the people of Peoria and Central Illinois without one penny's cost to them.
- b) to create good will through this radio service.
- c) to increase the use of gas and electrical service in the area served by CILCO.
- d) to increase the sale of electrical and gas appliances, primarily for its own company, and, secondly, for associated dealers.

It has accomplished these very things.

Radio Follow-Thru Sells
Levins Department Store

Levins Hollers "Uncle"

By Adman Lloyd C. Bryant
Charleston, W. Va.

WITH LEVINS DEPARTMENT STORE, Charleston, W. Va., radio is a direct selling medium, and our star WCHS salesman is an old-time hillbilly character, *Uncle Si*, by name, created by WCHS announcer Frank Welling. *Uncle Si* has become something of a tradition in West Virginia, and his morning greeting to listeners, "I been around here 70 odd years . . . and, I don't know," is widely and frequently quoted in this area. It should be! It's heard six times a week, and it has been highly publicized through various forms of advertising. And right here is the crux of the matter.

It's the follow through in radio advertising that sells merchandise, and it is this one factor that is most responsible for our radio success. Buying a program is not enough. Too many local radio advertisers seem to think that once the contract is signed their responsibilities are at an end!

Advertised merchandise must be conveniently displayed if the sponsor wants it to move. Customers can't be expected to go on a prolonged treasure hunt in search of the elusive radio bargain item, and if the item is worth featuring over the air, it rates a store display by the same token. Merchandise display is a store problem, but merchandising a program is of mutual concern to the advertiser and to its radio station.



Not one to let any grass grow under his feet in spite of his mere 27 years is young man - on - the - make Lloyd Clarence Bryant. Before his steps turned toward Charleston, W. Va., he was ad-

vertising manager for Leggetts Department Store, Covington, Va. Townsmen there point with pride to his rapid success. In three short years he has become both advertising manager and assistant general manager for Levins. Modestly, he gives due credit to his wife for her able support.

Why is it that when people think of that old codger, *Uncle Si*, they think of LEVINS? It's because the program has a definite tie-up with all other store advertising; newspaper, billboard and direct mail. *Uncle Si* is a part of LEVINS. That's what we want. That's what anyone must develop to sell merchandise by means of a radio personality whose words, apparently, are magic.

And what made *Uncle Si* and his sayings a West Virginia by-word? Program merchandising! Postcards with pictures of *Uncle Si* were offered over the air for

10 cents each. In ten days, 7,500 dimes had come in!

Since what promotes *Uncle Si*, promotes LEVINS, the trick is to get listeners to think of them as blood relatives. LEVINS has shopping bags made up with *Uncle Si's* picture, and fans create store traffic a-plenty to get them. Too, every Saturday is *Uncle Si's* day at the store, and we widely publicize these personal appearances of his.

But LEVINS doesn't stop there. The store runs a two column by six inch ad on the radio page of both Sunday newspapers published in Charleston, and every LEVINS ad used during the week carries mention of *Uncle Si's Almanac*.

Currently WCHS has in preparation an autobiography of *Uncle Si* which will be sold over the station, through West Virginia newspapers and the news-stands at 50 cents a copy. In *I Been Around Here Seventy Odd Years*, *Uncle Si* tells his life story and his favorite jokes in a fictional vein. Pictures of *Uncle Si* and other WCHS talent will help LEVINS enlarge its listening audience, help that audience identify *Uncle Si* with our store. Obviously we don't hold with the school of advertisers who feel that to build a radio personality is a waste of money, since it builds only the personality and not the advertiser!

Formerly, LEVINS sponsored a 30-minute interval of *The Old Farm Hour*, a two-hour hillbilly jamboree in the WCHS auditorium before a Friday night house of 2,000 people. It goes without saying that *Uncle Si* was a star performer in this series, and when transportation difficulties made it necessary to suspend *The Old Farm Hour*, LEVINS stayed with *Uncle Si*.

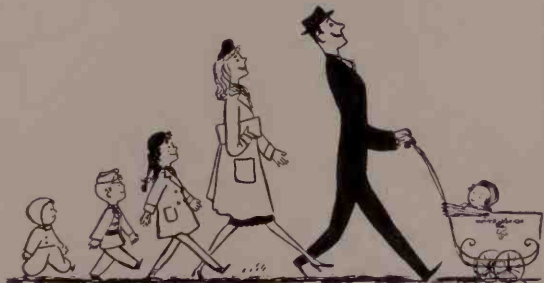
Each year, right after Thanksgiving Day, LEVINS goes on the air with a 30-minute daily Santa Claus program which originates from its bargain basement. You'd recognize the man in the

whiskers and red suit in a jiffy; as you might suspect, it's *Uncle Si*. Last year the program brought in 9,000 letters from the boys and girls in this area. How did LEVINS like it? We've already signed up for the coming Christmas season!

There isn't any question of *Uncle Si's* versatility. Recently he emceed a WCHS one-shot *Smokes for Yanks Radio Stage Show*. Each 50 cent admission bought one carton of cigarettes for our fighting men overseas. And it might be added that *Uncle Si* never makes a personal appearance without his make-up of white chin choppers and white hair, gold rimmed spectacles and hillbilly garb.

Uncle Si made his debut for LEVINS on New Year's Day, 1942, and it was a splendid way to start the New Year off on the right foot. *Uncle Si's Almanac* is heard at 7:45 A.M. six days weekly, and on Friday at 7:30 P.M. *Uncle Si* handles the five minute morning show of songs, jokes, philosophy, occasional poem or guitar strumming, alone. Guest stars add variety to the Friday night quarter-hour. It isn't an elaborate format, but it is a successful one.

And our formula is the same formula that any other successful radio advertiser must use. Given the proper program and an established radio personality, the advertiser need have no doubts about an audience. If this combination is adequately merchandised, sales follow in logical order. For LEVINS, radio has proved itself *the* advertising medium of today! And when LEVINS thinks of advertising, it thinks in terms of direct sales. The program that does a *selling job* is also an *institutional asset*!





On the War Path

Marty's Clothing Mart Takes up the Battle on a New Front
Says J. M. Bernstein, President of Bo Bernstein & Co., Adv.

“WHERE the grass grows high . . . where prices are low.”

That used to be the theme for MARTY'S CLOTHING MART in pre-Pearl Harbor days.

Out of nowhere rose MARTY'S CLOTHING MART, an out-of-the-city men's clothing store, operating in an old factory building about two miles from the center of the city of Providence, R. I. The rise of this concern is amazing. Its primary inducement is well-known brands of men's clothing sold at below retail market prices.

Radio spots was the medium used at the out-set to tell MARTY'S story. When this business opened about four years ago, MARTY'S spots were on the air some 80 times a week, day and night, over all stations in this vicinity.

That was before the government started selecting men in earnest for battle duty. MARTY'S CLOTHING MART, like many other concerns selling men's apparel primarily, was confronted with an ever dwindling

● What meets the eye at MARTY'S CLOTHING MART is rack on rack of men's wearing apparel. What meets the ear is a daily news broadcast over WFCI. Radio rounds up customers. To complete the circle, store display sign lines up listeners.

market. Since this concern is located outside the normal business district of Providence gasoline rationing made a further serious dent in its business.

To add insult to injury, the consumer appeal of *savings* previously used by this client ceased to be the important factor it had been in previous years. While larger payrolls and more money to spend was good for former customers and prospects, it was a horse of a different color for MARTY'S.

Something had to be done, and it had to be done quickly! It meant a radical change in MARTY'S advertising approach. Because of the limitations in the men's wear market, it was no longer profitable to swamp the airways with spot announcements. Too, because the spot announcement slams home a message, it didn't fit into the present day scheme of things. Slam-bang copy and high pressure techniques had to be discarded. Dignified, common-sense copy took its place.

To meet the new situation, MARTY'S wanted a program through which it could approach the consumer in a dignified manner, one through which it could present its story in logical, common-sense terms. While in the past, the great appeal, in addition to savings, was highly styled clothes, it now had to concentrate its message on the more conservative man.

When the BLUE NETWORK made Martin Agronsky's *Daily War Journal* available for local sponsorship, MARTY'S and its advertising agency, BO BERNSTEIN & Co., INC., felt that this was the solution to MARTY'S problems. Here was a program with a fine appeal to the man who likes his news from a well-known, recognized authority, and at the same time it was a program of interest to women.

Why women? We believe that women

are the guiding influence that make men decide to buy a suit of clothes from one store rather than from another. The commodity may be masculine, but women figure very prominently in the final sale! In fact, some of our commercials are slanted directly at the women.

"Here is a message from Marty's for you women. Remember this important fact: the more women at work, the sooner we win. You are

With reluctance Joseph Morris Bernstein, president of Bo Bernstein & Co., advertising agency, gave forth the gory details of a misguided youth as evidenced by the fact that he's in



the advertising business. Principally because the girl of his dreams liked football players, he wanted to be a great gridiron star, became a fair football player, captain of his high school team; the dream girl married a cheer leader. The one remaining trace of that era in his life is "Bo," the nickname he hasn't been able to shake.

After a brief interval at Brown University he went out into the cold, cold world, got a berth in a brokerage office mainly because it closed at three o'clock in the afternoon. Came the crash! Once more Bo was foot-loose, fancy free. Evidence as to how foolish boys can be: after a sojourn as an embryo reporter for the Providence Journal, he decided that the money lay in advertising. In 1934 there was a new star in the advertising horizon; in short order man-of-action Bernstein was earning the magnificent munificence of twenty dollars a week! In 1941 the little acorn that is Bo Bernstein & Co. was planted, is steadily growing into the sturdy oak.

the woman power behind the man behind the gun. You can cover yourself with honor and glory by taking on a job left open by a man in uniform. However, go no farther than your own home town; that means you can still take care of your responsibilities as a housewife and mother. Accept a job now; in that way, you are truly doing your share to win this war."

The entire closing commercial of this particular broadcast was devoted to an appeal for women war workers, with only a brief credit line for MARTY'S.

"This broadcast has been a contribution to our war effort by Marty's Clothing Mart, Rhode Island's favorite clothing store for men and boys. Marty's Clothing Mart is opposite Wilson's Chief Market on Eddy Street, in Providence, and is open every evening for your convenience."

To build interest in the program before it went on the air, we used a series of spot announcements on WFCI, Pawtucket, R. I., plus newspaper advertisements. A life-size portrait of Martin Agronsky was incorporated into a display sign hung in MARTY'S CLOTHING MART.

With this new approach, we maintain sales and build good will which will develop into greater sales as time goes by. It also gives Marty's the prestige it needs for the development of future business, and keeps its name out in front as one of the leading men's clothiers in Rhode Island. And at the same time, MARTY'S has an opportunity to perform a public service.

Through the commercials we can achieve all these objectives. Here are a few examples:

(1) Sales

"Graduation and confirmation days are here. And of course you want that young man of yours to look his best on the important occasion. May we suggest, then, that you take him to Marty's for his clothes."

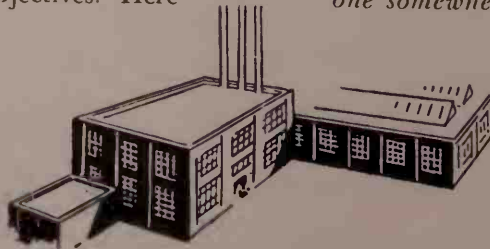
(2) Prestige

"Gentlemen, when it comes to clothes, then it's time for you to come to Marty's. And there are many reasons for this. First, at Marty's you get fine quality clothes made by Americans from world-famous fabrics to suit American tastes. Second, in Marty's large assortments you find the clothes you want, the styles most becoming to you, all expertly tailored to fit perfectly. Third, at Marty's you save from 21 to 40 per cent on every suit, topcoat, sportcoat and even slacks."

(3) Public Service

"What are you doing to speed the United Nations along the road to victory? How are you going to help your husband, your son, or your friends in uniform bomb Berlin or bayonet a Jap?"

Marty's reminds you that as these early morning minutes go by, thousands of men are fighting for you. You can do your part by digging out the scrap in your house, by accepting rationing with a smile, by squelching rumors, by putting at least ten per cent of your pay into war bonds, by getting to your job on time, by writing a letter to someone somewhere in the service."





SHIPBUILDERS

Men and women in non-essential occupations must be shown that there is a parallel between their present occupations and one of a thousand jobs in heavy industries. To accomplish this, the SUN SHIPBUILDING & DRYDOCK Co., Chester, Pa., called upon WFIL to recruit more help in overalls. In *Sweet Land of Liberty*, SUN makes its weekly half-hour appeal. Sunday program exposes current rumors in dramatic form; presents patriotic music; up-to-the-minute news, and a dramatization from the fighting front, showing completed liberty ships in actions.

Writer and show producer Don Martin pays a weekly visit to the shipyard for background material, selects a typical SUN workman for a Sunday interview spot. To the microphone come white collar workers, bank and store clerks, Wall Street runners, bootblacks, photographers, others, all of whom have become shipfitters, welders, stage builders, chippers, toolroom men, machinists, other essential craftsmen.

To influence men to take positions with the CAMDEN SHIPBUILDING & MARINE RAILWAY Co., Camden, Ma., a series of programs was begun over WLBZ, Bangor. While radio was the only form of advertising used, men came not only from Maine, but from all parts of New England.

When First Lady Mrs. Franklin D. Roosevelt came to Camden to sponsor the first vessel launched in the community since the first World War, personnel director H. S. Bickford had the event aired over WLBZ, also fed to WRDO, Augusta, and WCOU, Lewiston. A special Christmas Day broadcast, and a regular series of quarter-hours helped to provide man hours. Example:

"Again, the rugged oaks of Maine are being fashioned into bottoms by men and women from all over Maine. Every day, with effort that cannot be measured in hours or wage, huge stems and keels, rugged planks and stanchions are fitted together by men who have come to work to win. Ships such as those of the Camden Shipbuilding & Marine Railway Co. aren't built in a day. Many are the man-hours of toil and sweat before the sturdy hulls are wet! Although hundreds are bending every effort that more ships be launched more often, Camden needs more people. See to it that you and every other able man or woman finds his place at the Camden Shipyards."

TRANSPORTATION

The specific difficulty of the CAPITAL TRANSIT Co., one of America's largest and busiest transportation systems, was *manpower*. Men, and, yes, women to operate streetcars

Radio Recruits!

Help Wanted Appeals Meet Crucial Manpower Shortage

Radio Helps Industry Move Down Victory Road

WAR creates many problems, not the least of which is that of manpower. One of radio's little heralded, but important wartime roles, centers in its ability to provide needed workers for shipyards, foundries, airplane manufacturers, other vital production centers.

While newspaper ads bring responses from workers, many already employed but seeking better jobs, radio reaches those who would like to work but scarcely know how to apply for it. How industry has used this new approach to attract new blood is told here.

and buses, to service equipment, to work in what has been declared an essential industry, were needed. Prior to the placement of the radio campaign through KAL ADVERTISING, INC., newspapers throughout the East had been used extensively. According to Radio Director Robert J. Enders, CAPITAL TRANSIT's radio budget was concentrated in the Washington area. One minute transcribed announcements, with a voice in an echo chamber as an attention-getter opening effect were used. Appeal of the transcribed series to men: "Transportation is vital to the war effort." For women employees, KAL coined the phrase: "This is a woman's war, too." Results: excellent!



The Town Crier gives news of Portsmouth, N. H., activities, averages about ten letters a day, six telephone responses to the twice-a-day, five-minute series heard seven days a week. Personnel manager Henry Graham took on the series in June, 1941, has stuck to his guns ever since! How commercials button-hole workers is illustrated by this example:

"Would you like to punch Hitler in the eye? Sure, Mister! These are fighting words . . . and here's how you can fight. The Morley Company needs an eye-punch operator. Needs one bad! Every time you operate the machine, you're punching Hitler right square in the eye! This is but one of many jobs open tonight at this busy war plant. Other openings exist in the Button Finishing Department, where ten men are needed for general duty; and one man as a button painter. Girls can keep 'em rolling, too! Morley officials can place three girls in the sorting department; one girl as factory inspector. These Morley jobs pay good money. You work reasonable hours. And every time you report for work, you, too, are throwing punches at the Axis!"

MANUFACTURERS

In order to alleviate its current manpower shortage, the Kearny (N. J.) Works of WESTERN ELECTRIC Co. went on the air with a regularly scheduled program for the first time in its history. When its *Help Wanted* program made its radio bow over WOR, it also marked the first time that a commercial want ad program series had been broadcast in the East. Appeal for this arsenal of communications equipment is heard seven times a week; Monday through Friday from 9:45 to 9:50 A.M.; Friday from 8:55 to 9:00 P.M., and Sunday from 5:25 to 5:30 P.M.

Want ad lady Lorraine Sherwood offers the jobs, gives the phone number or location where applicants may call. Interviews with WESTERN ELECTRIC employees and with heroes back from the war fronts point up the need for home front workers. Morning broadcasts are transcribed only because plant officials do not want to interrupt the work of employees scheduled for interviews.

Originally a commercial button factory, MORLEY Co. converted to government contracts exclusively, turned to WHEB to tap the sources of manpower.

Like most manufacturers, the WM. SCHOLLHORN Co., New Haven, Conn., encountered practically all the problems of greatly expanded war production. As an established maker of pliers and small tools, SCHOLLHORN had little difficulty in obtaining high quality workers after the depression. After Pearl Harbor it was a different story. All of Southern New England became a hive of increased activity, bursting with enormous government contracts. The labor supply vanished.

All employers in the territory were competing for available workers, using newspapers, some with large display ads. Until the U. S. EMPLOYMENT SERVICE took over the control of the employment of skilled labor, there were even cases where out-of-town manufacturers attempted to set up local employment offices. Pirating of labor was evident.

SCHOLLHORN placed considerable advertising in local papers with only fair results. It decided to try radio. Through account executive R. H. Heller of the WALKER-RACKLIFF Co., advertising agency, SCHOLLHORN placed a 13-time spot announcement over WELI. This series appealed to men and women and stressed

the higher wage scale which the War Labor Board had just approved.

From the response to the news broadcast spot heard each morning at 7:45 A.M., it was immediately evident that the great majority of listeners were women. Since SCHOLLHORN has many job opportunities for women, the copy angle was changed to appeal more strongly to them. Women were reminded that SCHOLLHORN was hiring women of all ages, with and without experience, for machine operators, inspectors, other vital plant operations, on the new wage schedule.

When the 13 times expired, the spot was changed to the news at 6:00 P.M., and was run every other day. At the expiration of the second series, SCHOLLHORN plans to check results to determine which time was more productive. From results to date, General Manager Arthur R. Heise believes it is fair to assume that the radio help wanted advertising of the WM. SCHOLLHORN Co. has tapped a new source. Housewives, others who have not worked in factories previously, yet wanting to do so, either to aid the war effort or to earn money, are responding in significant numbers.

A top-flight, productive employment service for hard-pressed manufacturers is WGR-WKBW. Spot announcements on short schedules were the bell ringers for DUNLOP TIRE & RUBBER Co., and INTERNATIONAL RAILWAY Co. Dramatized announcements, transcribed, plus a quarter-hour news period met the needs of the CURTISS-WRIGHT Co., and of HOUDE ENGINEERING Co. For BELL AIRCRAFT CORP., a 15-minute daily participation in a cooperative afternoon musical program plus transcribed dramatized announcements filled the bill. FAULTLESS PANTS Co., INC., holders of one of the largest war-time trouser contracts ever released, used the transcribed feature, *Sons of Freedom*, announcements, and participation in cooperative programs to keep its belt line tight. Others who found that radio was the ace up the sleeve: CARBORUNDUM Co., Niagara Falls, with announcements, news and a morning *Musical Clock*, and DECO RESTAURANTS, with announcements.

While the PHEOLL MANUFACTURING Co., makers of screws, bolts and nuts was sceptical as to results, its employment problem was critical. Personnel Director M. E. Jensen decided to try WHFC, Cicero, Ill.

Fifteen-minute musical programs at 8:00 A.M., 12:20 noon and 6:30 P.M., were used at the out-set, later stepped up to 30-minute programs, with the cost shared with other war plants whose appeals for workers are heard on the series.

"Along about noon of the second day of our venture we started hearing about our broadcast," writes Mr. Jensen, "and the big parade was on its way. Although it hasn't been necessary to call out the police to keep people away, we have been satisfied with results. One of the most gratifying points of the campaign is the high calibre of people we are getting; over 75 per cent of the applicants are hired. If we had a medal, we would surely pin it on the radio industry for what it has done for us."

COMMENT: While manufacturers, others having no direct contact with the public have found radio an invaluable employment ally, there's a boomerang for retailers who use radio to fill the worker ranks. Special caution must be exercised not to give the public the idea that there is any diminution of established store efficiency and service. With that reservation, the advertiser who takes on a consistent *help wanted* radio policy can expect to tap a new source of labor supply. Since the bulk of these prospective workers are women, sponsors who slant their appeals directly at the feminine audience meet with the speediest returns. While frequent spot announcements have been productive, the advertiser who ties his appeal to a radio program also builds up good will among the general public.



WHAT THE PROGRAM DID FOR ME



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

Dry Cleaners

RHYTHM AND ROMANCE "Easter is about our biggest rush. About a month before that date we like to remind customers not to wait until the last minute. A year ago we had to refuse work starting Wednesday noon before Easter and we did not want the same thing to happen again. Some people have to be told, and we believe that they will *listen* to the radio and *believe* it quicker than when our drivers tell them."

GUY E. MALO
General Manager
American Dye House
Portsmouth, N. H.

AIR FAX: News and music on WHEB gets the story to the public.

First Broadcast: 1941.

Broadcast Schedule: Daily, 9:00-9:09 A.M.; 5:05-5:15 P.M.

Sponsor: American Dye House.

Station: WHEB, Portsmouth, N. H.

Power: 1,000 watts.

Population: 25,000.

COMMENT: Advertiser here reaches two different types of audiences with sufficient frequency to drive home the sales message.

Men's Wear

NEWS "We contribute a profitable portion of our business to radio advertising. We sponsor a news broadcast at 8:55 A.M. daily, and just keep repeating values. We get results not only from listeners in Milwaukee and immediate vicinity, but also from considerable distance out in the state and even from neighboring states.

"People who come to one of our stores because of our WTMJ advertising are already three-quarters 'sold.' They are not just 'shopping around.' All that remains is to show them garments that meet their needs and tastes."

J. H. LAWTON
President
Lawton's Clothes
Milwaukee, Wis.

AIR FAX: *Sponsor:* Lawton's Clothes.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

COMMENT: Daily repetition of one dominant advertising message breaks down barriers of customer resistance.

Men's Wear

3:00 P.M. NEWS "This is the sixth year we have sponsored the 3:00 P.M. News with Walter Compton, and each year sees even greater results measured in sales.

"Our renewals are proof that it pays."

M. BROWN
Dailey's Clothing Co.
Washington, D. C.

AIR FAX: *First Broadcast:* 1937.

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

Sponsor: Dailey's Clothing Co.

Station: WOL, Washington, D. C.

Power: 1,000 watts.

Population: 663,091.

COMMENT: Whether for sales, profits or good will, news programs are quick short cuts to action.



AIRING THE NEW

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

Beverages

LINGER AWHILE Good companions are beer with the old fashioned flavor and music of the same vintage. In Davenport, Ia., ZOLLER BREWING Co., brewers of OLD BLACKHAWK, invite WOC listeners to *Linger Awhile* with just such a combination.

Favorite tunes of yesteryear are measured out by an organ-piano duo in the style and tempo that was current when the tunes were written. As the only program of its kind on the air, this quarter-hour offering is the talk of the town, has built up a tremendous listening audience.

Continuity is of nostalgic nature. Brief commercials stress BLACKHAWK as the beer with the old-fashioned flavor. Example:

"Old Blackhawk's the beer with the old-fashioned flavor . . . and because it is old-fashioned, brewed from an old formula, Old Blackhawk is mellow to satisfy your taste; it's full-bodied to satisfy your thirst; it's welcome at any gathering of congenial friends. Make sure Old Blackhawk is on hand at your house, to welcome friends who drop in for the evening. Order it in regular size bottles, or the big, thrifty quart size. Call for it at your tavern tonight or your grocery tomorrow! To try Old Blackhawk is to buy it!"

No rolling stone is the ZOLLER radio campaign. The 52-week contract is scheduled Monday through Friday.

AIR FAX: Pianist George Sontag tickles the ivories and listeners' fancies.

First Broadcast: March 22, 1943.

Broadcast Schedule: Monday through Friday, 10:10-10:25 P.M.

Preceded By: News.

Followed By: Sports.

Sponsor: Zoller Brewing Co.

Station: WOC, Davenport, Ia.

Power: 5,000 watts.

Population: 66,039.

COMMENT: Planned radio pans out! Sponsor here took stock of product, and potential customers, used the right time-and-program combination to bring the twain together.

Builders' Supplies

MEMORY LANE While any place man hangs his hat may be *home sweet home* even pre-historic man expressed the *Clean Up, Paint Up* urge with drawings of bison, other animals of the hunt, on the walls of his cave. And all the devious paths down *Memory Lane* end up in the castle that is man's home.

To remind Baltimore, Md., homeowners that PHILLIPS ROOFERS is the way to keep that castle in the pink of condition, owner Theodore Phillips takes WITH listeners down *Memory Lane*. Year-in, year-out since May, 1941, listeners get a full hour of nostalgic music each Sunday afternoon. Commercials drive home the fact that PHILLIPS ROOFERS do roofing of all kinds, all home repairs both inside and out.

Original poems composed by sponsor PHILLIPS are read on the program. Listeners may have copies by request. Musical medley dates back to the gay nineties.

AIR FAX: Pianist Woody Frisino also plays the Solovox, does a medley of old show songs. Ray Baker provides the poetical background.

First Broadcast: May, 1941.

Broadcast Schedule: Sunday, 4:00-5:00 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Phillips Roofers.

Station: WITH, Baltimore, Md.

Power: 250 watts.

Population: 833,499.

COMMENT: *Off again, on again, gone again, Finnegan's* don't have what it takes in the long pull. More than any other single factor, consistent use of radio is the drive wheel that builds up the steam, keeps the sales vehicle pounding ahead.

Department Stores

BEYOND THE LOOKING GLASS The old saw that "you can't teach an old dog new tricks" to the contrary, LOVEMAN,

BERGER & TEITLEBAUM, one of the southland's oldest stores, has young ideas. While it's slogan, "Loveman's, the Satisfactory Store for 80 Years" brings up memories of lavender and old lace, it offers a six-times weekly quarter-hour over WLAC, to Nashville, Tenn., ladies.

Although Alice went *through* the Looking Glass into Wonderland, listeners go *Beyond the Looking Glass* into a world of lingerie, toilet articles, gloves, dinner sets, cosmetics, other things dear to the feminine heart. Soft music by song-bird Ruth Douglas aids and abets *The Lady From Loveman's*, Virginia Mansell. Copy is written in the first person.

While show is designed to create an *Alice in Wonderland* illusion, no optical illusion are returns from the series. Store tests point up the fact that blouses, sweaters, other small items, lend themselves to radio promotion better than more costly items. LOVEMAN buyers are notified when their departments are featured. Cards at point-of-purchase, lobby display and window cards are used to tempt listeners to peek *Beyond the Looking Glass*.

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

Broadcast Schedule: Monday through Saturday, 11:15-11:30 A.M.

Preceded By: Kate Smith.

Followed By: Helen Trent.

Sponsor: Loveman, Berger & Teitlebaum.

Station: WLAC, Nashville, Tenn.

Power: 5,000 watts.

Population: 167,402.

COMMENT: While a straight merchandising show with musical interludes is almost the standard format for department store radio advertising, such programs have been productive of sales. Retailers who use radio most successfully usually add other programs to their schedules with more entertainment or educational value to round out the picture.

Drug Stores

TOMORROW'S MENUS TODAY What with food shortages, ration books and the increased cost of living, the housewife is at her wit's end when she sits

down to plan her family's bill of fare. There may be food on the pantry shelf for the next meal, but tomorrow is indeed another day. The cook finds the problem a pretty kettle of fish. To bring order into chaos, SNYDER'S DRUG STORES serves Duluth, Minn., listeners with *Tomorrow's Menus Today* over KDAL.

Current rationing news, OPA information, shopping tips and balanced menus as suggested by members of the nutrition council of the Arrowhead chapter, AMERICAN RED CROSS is SNYDER'S wartime aid to women. *Theme song*: *What's Cookin'*. Mecca for housewives planning well balanced, nutritious and point-saving meals is the five-times-a-week, five-minute offering. To-the-point commercials stress the exclusive with SNYDER'S MULTI-CAPS vitamin tablets.

SNYDER'S clarion call to women was first heard in a series of courtesy announcements aired the week preceding the first broadcast. Window posters featuring conductor June Lange, time-and-station data, flanked with American and Red Cross flags appeared in SNYDER'S entrance window, and in the window of the BANK OF COMMERCE & SAVINGS. A SNYDER counter display featured MULTI-CAPS and news of the show, gave SNYDER'S another way to show its colors. Newspaper publicity in *Radio Beams*, a weekly column run in 15 weekly newspapers in Duluth and on the Iron Range, also put listeners on the alert.

AIR FAX: *First Broadcast*: May 17, 1943.

Broadcast Schedule: Monday through Friday, 10:40-10:45 A.M.

Preceded By: News.

Followed By: Aunt Jenny.

Sponsor: Snyder's Drug Stores.

Station: KDAL, Duluth, Minn.

Power: 1,000 watts.

Population: 101,065.

COMMENT: Depleted stocks in America's hard hit drug stores have left an unfamiliar emphasis on drugs. Sponsor here juggled available merchandise, turned to radio to help it squeeze the last drop from one of its least battle scarred departments. Program content neatly backstops its commercial message. Advertisers who help simplify wartime problems also perform a public service.

Finance

ROMANCES OF AMERICAN INDUSTRY
Stories behind great American business institutions, their origins, the parts they have taken and are taking today in the development of the United States as a nation, is the SEARL-MERRICK Co.'s method to inspire respect and confidence in American industry. One of Southern California's oldest investment securities firms, and members of the LOS ANGELES STOCK EXCHANGE, SEARL-MERRICK launched its first radio campaign over KECA.

Heard once a week, the Monday night quarter-hours at 7:45 are designed not so much to make the listener rush out of his home to buy a nice new share of stock, receive one free, as to establish SEARL-MERRICK as the institution to help work out investment problems.



Lewis Edson
Waterman

AIR FAX: International traveler, historian and economist Burrirt Wheeler narrates the romance that is the Union Pacific, Richfield Oil, Pacific Coast Borax, Santa Fe, other large business enterprises. Adman Robert F. Dennis handles script and production.

First Broadcast: June 28, 1943.

Broadcast Schedule: Monday, 7:45-8:00 P.M.

Sponsor: Searl-Merrick Co.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,504,277.

Agency: Robert F. Dennis, Inc.

COMMENT: Programs which tie-in directly with an advertiser's purpose in using radio time are preferred stock in any campaign, are almost certain to be gilt-edged. Here, sponsor's over-the-counter bid for the public's ear is just that!

Manufacturers

NAVY SEND-OFF BREAKFAST When men shove off for service, leave behind them all that is familiar, that empty feeling in the pit of the stomach isn't conducive to morale needed for the fighting spirit. Seeing to it that Toledo, O., naval recruits go off with chins up are local industrialists and manufacturers.

Once a week the tars gather for a *Navy Send-Off Breakfast*. A twenty-five minute portion of the festivities is shared with WTOL listeners. Officers from the United States Navy, men seasoned on the briny deep and naval recruits share toast, orange juice and good fellowship with navy mothers, wives and sweet-hearts. WTOL vocal talent, orchestra and emcee help keep the program light and airy. Visiting celebrities, others in the public eye are interviewed along with guests. Sponsors greet radio audience as well as breakfast guests. Taboo is actual commercial copy. Mindful of Emily Post, hosts merely express their appreciation for the opportunity of sponsoring these morale building broadcasts built to help sell the United States Navy to potential seamen.

AIR FAX: Program is written and produced by WTOL program director Jean Wright.

First Broadcast: June 18, 1942.

Broadcast Schedule: Thursday, 8:30-8:55 A.M.

Preceded By: Polish Radio Hall.

Followed By: News.

Station: WTOL, Toledo, O.

Power: 250 watts.

Population: 320,484.

COMMENT: Ahead of the *War Message in Every Advertisement* procession were industrialists here. Advertisers who want to help grease the wheels of war find that the ear appeal of radio is one way to keep the wheels of industry moving with a minimum of friction.

Manufacturers

FISH FOR FOOD AND FUN Even in the land of the sky-blue water, Minnesotans who want to *Fish for Food and Fun* in any one of the 10,000 lakes find there's more to the sport than a bent hook and a bamboo pole. Where, how, and when to catch them was the sales bait that the AULWOOD MANUFACTURING Co. tossed into the stream of radio programs for SOLVATANE. Record catch reported by AULWOOD's president, R. L. Carley: business increase since January of more than 500 per cent!

Quizzed by radio sports editor Stu Mann is Minneapolis *Morning Tribune* outdoor editor Ed Shave. Where to go

for bass, crappies, wall-eyed and northern pike, what baits to use, how to locate the weed beds is the tested line that SOLVATANE casts at the prospective customer. Week end prize catches, complete with name of fisherman, size and variety of fish give the disciples of Isaac Walton added thrills.

Dialogue commercials between the two men at the center spot recommend SOLVATANE for use in outboard motors to save gasoline, reduce wear-and-tear on these irreplaceable adjuncts to successful fishing trips. Brief opening and closing spots are handled by the announcer, plug SOLVATANE for use in automobiles and trucks.

When AULWOOD goes out on a fishing expedition for customers, it doesn't take any chances on coming back empty-handed. City hardware stores got posters showing talent, with time-and-station data, for show windows. Newspaper space hooked additional listeners. Plugs in both trade and consumer newspaper and magazine ads locally helped set the hook. Into all AULWOOD outgoing mail goes a postcard size mail insert; cartoon drawing of a fisherman, with time-and-station data nets additional listeners. Plug guaranteed to catch additional distribution throughout the Minnesota resort country; letters to one and all Chambers of Commerce with information on the broadcasts, requests for up-to-the-minute bulletins on fishing conditions.

Sequel: come Fall, show comes out in a new dress, goes gunning for the hunter. With *Hunt for Food and Fun*, sponsor sets his sights on a new market.

AIR FAX: First Broadcast: May 13, 1943.
Broadcast Schedule: M-Th, 6:15-6:25 P.M.
Preceded By: News.
Followed By: Music.
Sponsor: Aulwood Mfg. Co., St. Paul, Minn.
Station: WDGY, Minneapolis, Minn.
Power: 5,000 watts (d).
Population: 488,687.
Agency: Manson-Gold, Inc.

COMMENT: Advertisers who want to get the greatest possible return from their radio advertising dollars back up their broadcasts with every other available media. Sponsors who would build

up a large listening audience for seasonal offerings find that such a course is the most direct route to greater sales.

Manufacturers

MILWAUKEE THROUGH THE YEARS
What represents today's all-out war effort will tomorrow be one with the memories of things past. To glorify the past and the present, present both in a single package, the KEARNEY & TRECKER CORP., Milwaukee, Wis., depicts the history of that city in song and story over WTMJ and W55M. Complete to bustles, hoop-skirts, mustaches and bowler hats, the weekly half-hour program heard Sunday afternoon at 1:00 P.M. presents *Milwaukee Through the Years*.

Debut performance highlighted the year 1898, the year of KEARNEY & TRECKER's founding. Successive years up to the present follow in chronological order. Typical 1898 musical gems played by the orchestra in costume: *She was Bred*



in *Old Kentucky*, *Tim Toolin*, and *When You Were Sweet Sixteen*. Woven into the musical portion of the show were tales by *The Old Timer*, alias Manfred Cross. Bits about the Spanish-American war, ladies' fashions, the launching of a new battleship named for the State of Wisconsin, and the government's annexation of an "exotic little group of islands in the Pacific where the government planned to construct a Naval Base to be called Pearl Harbor" provided the yarn from which the tales were spun.

A weekly salute from KEARNEY & TRECKER to other local and national war industries who have long been KEARNEY & TRECKER customers is included. Top executives of these organizations attend these broadcasts, receive a transcription of the salute, a plaque testimonial. Debut broadcast saluted the HARLEY-DAVIDSON MOTOR Co., famous for its motorcycles. Others who have taken bows: ALLIS-CHALMERS CORP., and J. I. CASE Co.

Helping to draw the 400-strong audience to WTMJ's auditorium studio are weekly interviews with KEARNEY & TRECKER war machine and tool industry employees who explain how their jobs further the war effort.

Red-white-and-blue posters advertise the program, point up the *salutee* organization of the week. Posters are placed on KEARNEY & TRECKER bulletin boards and in *salutee* plants.

AIR FAX: Musical director Maurice Kipen conducts a 20-piece orchestra. A quartette provides vocal interludes. Vaudeville or musical comedy, each has its place.

First Broadcast: May 16, 1943.

Broadcast Schedule: Sunday, 1:00-1:30 P.M.

Preceded By: Furlough Fun.

Followed By: Westinghouse Program.

Sponsor: Kearney & Trecker Corp.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

Agency: Klau-Van Pietersom-Dunlap-Associates.

• Out of mothballs came costumes for vocalists Jack Teter and Carla Kroetz. *Milwaukee Through the Years* is a Kearney & Trecker Corp. radio salute to industry.

COMMENT: Established manufacturers find that national reputations rest in part upon community pride in their achievements. Historical programs of this kind build local pride, provide the manufacturer with an invaluable tool for excellent public relations.

Public Utilities

TREASURE TRAILS OF MELODY When KOA listeners take a weekly institutional musical stroll along *Treasure Trails of Melody*, their companion on the path is the PUBLIC SERVICE COMPANY OF COLORADO. Since sponsor does not seek additional sales, here is the musical tip-off to its radio pattern: *In the Garden of Tomorrow*.

Blocks from which PUBLIC SERVICE builds its house of good will: approximately 13 minutes of Victor Herbert, Irving Berlin, others of that ilk, lead up to one of the high spots of the program, a narration titled *Your America*. Music continues to the end of the trail.

One commercial goes side by side with the first musical selection to lead the parade of song. *Example:*

"Electricity, like a modern Geni from Aladdin's lamp, performs thousands of tasks each day adding to our comfort and convenience, and helping to create a higher standard of living. In the homes, electricity does hundreds of tasks easily and economically, eliminating the drudgery of yesterday. In business and industry it turns the wheels of modern machinery that allows for a faster and more economical output. Electricity has gone to the farms as a "wired helper" operating farm machinery and adding a modern touch to the farm home. It has gone to war, providing the power needed to turn out the weapons of war. Day and night, electric power is ready to do its many tasks. To bring you this service has required sixty-two years of planning and building. It has taken the power of rivers, streams, hydro and steam plants in many parts of the state, harnessed together by the Inter Connected Power System of the Public Service Company of Colorado. Electricity may be like the genii from Aladdin's lamp, yet it takes men and material and experience to bring it to you, so in these war times use what you need, but do not waste it."

Bringing up the rear of the procession of songs is a public service commercial in name and fame; Red Cross, War Bonds, other necessary-for-wartime public service appeals, beat the war drums.

AIR FAX: Program features Milton Shrednik and his KOA orchestra. Song-bird Loretta Louise gives listeners something to be lyrical about. Scriptor J. Bert Mitchell, Jr., KOA coordinator of sales and pro-

grams, and production manager Ellsworth Stepp, put their heads together to work up the weekly half-hour offering.

First Broadcast: April 4, 1943.

Broadcast Schedule: Sunday, 9:30-10:00 P.M.

Preceded By: Farragut Calling.

Followed By: News.

Sponsor: Public Service Company of Colorado.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: Advertisers who want to make a place for themselves *In The Garden of Tomorrow* find that now is the time for them to plant the seeds of good will. Guaranteed to bear fruit are programs which combine entertainment and public service.

SAMPLE SCRIPT AVAILABLE.

Taxi Cabs

GREECE FIGHTS ON While business enterprises not directly involved in the war effort have been thrown into slow motion, the advertising wheels still roll. Fuel that drives the wartime vehicle is a heavy mixture of patriotism and a dash of consumer good will. While taxi patrons in Portland, Ore., may have to share their cabs or put in their requests for transportation earlier than in pre-war days, KEX listeners to the UNION CAB Co.'s weekly radio program are reminded that *Greece Fights On!*

Each program ends with an appeal for the purchase of War Bonds, and a UNION CAB credit line is the only commercial. Listeners are invited to write letters within a 200-word limit on "*Why the United Nations at War programs have inspired me to buy more bonds.*" To the weekly winner as determined by the local war bond department goes a 25 dollar War Bond.

Dramatization of actual events points up the heroic story of the fighting people of



Greece. Ten broadcasts make up this series of the *United Nations at War*.

AIR FAX: Scriptor Ken Tillson covers every aspect of the invasion of Greece in this locally produced program. Appropriate native songs in the Greek tongue add to the color and reality of the series.

First Broadcast: May 31, 1943.

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

Preceded By: Lum and Abner.

Followed By: Music.

Sponsor: Union Cab Co.

Station: KEX, Portland, Ore.

Power: 5,000 watts.

Population: 305,349.

COMMENT: Advertisers who meet wartime obligations to the public, divert their advertising to wartime urgencies will be remembered by a grateful public at war's end. Wisely, sponsor here does not toot its own horn.

Restaurants

TODAY'S AMERICAN HERO With shortages making the family dinner table a reasonable facsimile of Mother Hubbard's kitchen, *Today's American Hero* might well be the man who holds out a promise of rare beefsteak smothered in onions. In Marion, O., the SPOT RESTAURANT does just that via WMRN in a five-times-a-week five-minute shot. Listeners hear dramatized accounts of the actions that made the heroes, based on the UNIT-ED PRESS daily feature.

AIR FAX: Show contains an opening and closing commercial, transcribed musical salutes to *Today's American Hero*, and the U.P. script.

First Broadcast: March 18, 1943.

Broadcast Schedule: Monday through Friday, 9:10-9:15 P.M.

Preceded By: News.

Followed By: Religious.

Sponsor: Spot Restaurant.

Station: WMRN, Marion, O.

Power: 250 watts.

Population: 31,084.

COMMENT: A ready made program in tune with the times is an excellent program vehicle for wartime advertisers. Sponsor here achieves at little more than time costs, a program with national interest.



SHOWMANSHIP IN ACTION

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

Finance

MACON BRAIN TRUST Washington, D. C., may have its brain trust, but not to be outdone is Macon, Ga. Designed to promote local War Bond and Stamp sales is the weekly half-hour program heard over WBML. On the spot in this patriotic quizz feature are defense experts, other guest authorities. *The Brain Trust* faces a barrage of listener-sent questions on civilian defense. If *The Brain Trust* falters before the audience contributed ammunition, the listener who set off the fuse scores a 50 cent War Stamp. By the same token, when *The Brain Trust* scores a bull's eye, listener whose question back-fires on him is obligated to buy a stamp of the same denomination. Six questions assigned to individuals picked at random from the city directory are also used on each program.

While *The Brain Trust* is not a commercial program, the expense of the War Stamp awards is underwritten by the **MACON CLEARING HOUSE ASS'N.** That the combination had what it takes to arouse patriotism is indicated by the fact that the series was named by the Treasury Department as one of the six outstanding broadcasts of its kind in the country.

AIR FAX: Panel is composed of three experts on civilian defense, two or three guest experts.

First Broadcast: February 19, 1942.

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

Preceded By: Johnson Family.

Followed By: Music.

Station: WBML, Macon, Ga.

Power: 250 watts.

Population: 57,865.

COMMENT: Advertisers whose business activities have been curtailed by the war efforts will find that sponsorship of programs which tie-in directly with these activities offer a splendid opportunity by which to build for the future.

Newspapers

TIMES QUIZ-TIME Time was when bank night tempted the family to leave its own hearthstone for a crack at the jackpot in the neighborhood flickerhouse. When radio entered the field, offered listeners a chance at something for nothing, comfort and high stakes became bedfellows.

Use of radio by a newspaper for promotional purposes reached high C when the Chicago (Ill.) *Daily Times* took on an eight week's series of ten daily five-minute programs on WIND. Kilo-diller: during the campaign, the *Times* awarded more than \$6,000 to WIND listeners.

Times teaser announcements put its readers on the alert. Large posters on *Times* delivery trucks hit pedestrians between the eyes. Placards at dealers and news stands, full page advertisements, and a radio page time-and-station box were a part of the build up.

Pot o' gold at the end of the rainbow for listeners who correctly answered questions relative to *Times* features, by-line writers, *et al*, was the *Times Quiz-Time*. Each broadcast followed a telephone call, jack pot format.

AIR FAX: *First Broadcast:* June 28, 1943.

Broadcast Schedule: Ten five-minute programs, daily.

Sponsor: Chicago Daily Times.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

COMMENT: What started out as a big splash in the network pool has now spread to metropolitan areas, is an oasis in the desert of daytime soap operas. No mirage are results. Advertisers with bankrolls large enough to swing a campaign as pretentious as this report amazing results.

Transportation

WHAT'S IN A SONG? While transportation systems have put advertising dollars into magazine, newspaper and billboard displays, SANTA FE TRAILWAYS blazed a new advertising trail this spring when it adopted radio as its good will ambassador. Although SANTA FE operates a transcontinental bus service in connection with the NATIONAL TRAILWAYS BUS SYSTEM, its KECA weekly radio program is slanted at the public served locally along Santa Fe trails in Los Angeles, Cal.

What's in a Song? gives listeners an opportunity to cash in on song titles they've always thought they'd like to write songs about. Stimulation of public interest in new popular music is the idea behind the show heard each Tuesday at 9:15 P.M. Composed by Jim Crisafulli each week is a brand new popular tune based upon the best listener-submitted song title of the week. SANTA FE TRAILWAYS gives away a twenty-five dollar War Bond to the person who submits the winning title, and composer Crisafulli sends them an autographed copy of his original manuscript, along with his promise of a share in royalties, should the song be published. Vocalist Adelle Roberts sings the new song, along with other popular melodies, on the program.

Master of ceremonies on the program

is George S. Lannan, who originated and produces the show for SANTA FE TRAILWAYS and its advertising agency, R. J. POTTS-CALKINS & HOLDEN.

Titles submitted for the weekly quarter-hour averaged a hundred a week within a five week period, although the radio station reaches only the metropolitan area and there was almost no publicity.

While SANTA FE's Eastern Lines have limited themselves to occasional spot announcement campaigns, the Western branch also has a quarter-hour news program on KTAR, Phoenix, Ariz., in addition to the KECA weekly offering.

AIR FAX: Theme song for the quarter-hour feature: *Us on a Bus*, used with full permission of Paramount Pictures Music Corp. Series was signed for 26 weeks. **First Broadcast:** May 18, 1943. **Broadcast Schedule:** Tuesday, 9:15-9:30 P.M. **Preceded By:** Soldiers of the Press. **Followed By:** Hollywood Reporter. **Sponsor:** Santa Fe Trailways. **Station:** KECA, Los Angeles, Cal. **Power:** 5,000 watts. **Population:** 1,497,074. **Agency:** Potts-Calkins-Holden.

COMMENT: Capable talent is the first prerequisite for a program as pretentious as this. When developed by an accomplished cast, the program idea might well be adapted to any community. For transportation systems, current conditions make the public particularly susceptible to good will gestures of this kind.



● *What's in a Song?* Listeners find there's plenty to sing about. Emcee George S. Lannan, composer V. James Crisafulli, singer Adelle Roberts, and KECA announcer El Colmans check the score.



PROOF O' THE PUDDING

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

Dairies

GROUCHY GUS The people's friend is *Grouchy Gus*, and not grouchy over results from this daily WITH quarter-hour is the KOONTZ CREAMERY, INC., Baltimore, Md. When *Grouchy Gus* turned on the heat, appealed to 54 listeners to each buy a \$100 War Bond on the occasion of Hitler's fifty-fourth birthday, KOONTZ routemen had \$53,675 to collect at the end of the day! Indications that *Grouchy Gus* isn't alone in his fight for public rights, patriotism, et al: a survey rating of 4.0, excellent mail pull, and increased sales for sponsor.

Angle that rolls listeners in the aisles: *Grouchy Gus* is billed as the nation's number one fault finder, comes on fighting mad, ready to show it. In his role as civic rouser, he wields the ax, lets the chips fall where they may.

Buddies under the skin are the *Grouchy Gus* fans who send in their pet peeves, and those who contribute peeves get more than a pat on the back. KOONTZ CREAMERY mails listeners a crisp new greenback for each peeve used on the program. Listener's gripes get the center spot on the show.

Not one to saddle his sponsor with the burden of all the sundry civic things that get his goat is *Grouchy Gus*. At program's end, announcer states that the opinions of *Grouchy Gus* are his and his alone.

AIR FAX: First Broadcast: September, 1941.

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

Preceded By: Sustainer.

Followed By: Participation.

Sponsor: Koontz Creamery, Inc.

Station: WITH, Baltimore, Md.

Power: 250 watts.

Population: 833,499.

COMMENT: Advertisers who establish themselves and their products with the people find that the tables are quickly turned. What started out as a championship of the people becomes championship by the people!

Dairies

BUDDA'S AMATEUR HOUR Unrehearsed and a simon-pure amateur hour open to any one with talent is the *Budda's Amateur Hour*. Not an amateur in making sales is its sponsor, MARIN-DELL MILK CO., San Francisco, Cal. For nine long years, the series has been MARIN-DELL's principal advertising medium. Without interruption or summer vacation, *Budda's Amateur Hour* has done a strictly professional sales job for MARIN-DELL.

To the winner on each Saturday night hour-long show goes \$50, and a week's engagement in a local theatre. Auditions for each new crop of hopefuls are held every six or seven weeks. Judges with established reputations in the entertainment world determine the weekly winners. Latest Hooper ratings indicate that the radio audience does its own judging, gives the amateurs a blue ribbon: 8.0 first half-hour; 9.4 during its last 30 minutes.

When the program was getting its ground legs, sponsor used special giveaways, prizes, etc. Promotion now is confined to regular newspaper and magazine advertisements, theatre trailers, market display cards, cab cards and theatre lobby posters.

AIR FAX: Emcee Dean Maddox cuts the show from the same pattern as other amateur shows.

First Broadcast: August 10, 1934.

Broadcast Schedule: Saturday, 8:00-9:00 P.M.

Preceded By: We All Eat.

Followed By: Music.

Sponsor: Marin-Dell Milk Co.

Station: KFRC, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

Agency: Richard Byrnes.

COMMENT: Something of a phenomena in local radio where it's off again—on

again for most programs, is this program's consistent, regular, dependable appeal. It's the familiar and dependable that is most apt to breed affection, produce results for its sponsor.

Department Stores

AHEAD OF THE HEADLINES When YOUNKERS DEPARTMENT STORE, Des Moines, Ia., took a gander at curtailed automobile travel a year ago, shuffled the pieces together and came up with a mail order department, it was *Ahead of the Headlines*. To accommodate accounts throughout the state, keep its shipping department 'on the move, it put the bee on WHO, put itself on record with *Ahead of the Headlines*. Twelve months later it signed its renewal contract. In that time, its shipping department had been given additional space, had need for a larger personnel to take care of shipments. Next pawn shuffled on the advertising board: a KSO daily newscast.

YOUNKERS had a second string to its bow when it bowed in its current offering: to stimulate buying in departments featuring new and unusual merchandise.

AIR FAX: While designed for women, the program also has general appeal. Show opener as scripted by Edith Dunham Webber:

"What's best in books
What's smart to wear
What's new to eat
What's fun to do
A program to keep you *Ahead of the Headlines*."

Scripts are available to advertisers generally, on a three or five-a-week sked.

First Broadcast: April 13, 1942.

Broadcast Schedule: M-W-F, 8:00-8:15 A.M.

Preceded By: Spring Songs.

Followed By: Music.

Sponsor: Younkens Department Store.

Station: WHO, Des Moines, Ia.

Power: 50,000 watts.

Population: 167,048.

Producer: Webber Radio Programs.

COMMENT:

While major department stores have



used state-wide broadcasts purely for institutional purposes, the establishment of a sizeable mail order business in one short year is proof that if radio is given a specific job to do, it comes through with colors flying.

Groceries

BESS BYE, THE MARKET SCOUT While housewives slumber, *Bess Bye*, KFRC's *Market Scout*, is doing their daily shopping chore for them. Each morning at 6:00 A.M. *Bess Bye* makes a trip to San Francisco's wholesale produce district, gathers the latest dope on market conditions and retail prices on perishable commodities.

At 8:40 A.M., housewives get the low down on the "best buys" in the market that day via radio. Along with this information goes a daily menu. Today's "best buys" are reported, and future ones forecast in the five-minute program.

That *Bess Bye* is that in fact and in name was the findings of PENINSULA STORES, INC. With no stores in the City of San Francisco, and stores only in the East Bay and peninsula area, PENINSULA STORES took on the show. Offered as a merchandising check was a bag of 25 colored marbles in exchange for a 50¢ cash register receipt which was to be mailed to the station. Offer mentioned on only four broadcasts netted a return of \$697.34 in cash register receipts of an average value of \$1.19 each. Significant fact: only one home in four has children in the marble playing age.

CALAVO found that *Bess Bye* plays no favorites. In a six week campaign to educate listeners to the difference between CALAVO and the common garden variety of avocado, CALAVO offered a recipe booklet. In jig time, namely five days, came 2,175 requests!

AIR FAX: First Broadcast: September 16, 1935.

Broadcast Schedule: Monday through Saturday, 8:40-8:45 A.M.

Sponsor: Peninsula Stores, Inc., others.

Station: KFRC, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

COMMENT: While most household forums are a catch-all for this 'n that of the housewifely arts, fill from a quarter-hour to forty-five minutes of time, here is evidence that a five-minute shot can hit the sales target, ring the bell with listeners. Expert testimony from advertisers who have taken on such programs indicate that an established program with an established radio personality can frequently accomplish sales miracles which could be achieved in almost no other way.

Millers

SOCIAL NOTES Building sales as it entertains feminine WCLS listeners in Joliet, Ill., is the ELAM MILLS, INC. New to the trade area were its whole wheat flour, corn meal, natural wheat germ and cereals when ELAM took on sponsorship of the quarter-hour low-down on local *Social Notes*.

What's new in Joliet? Who's entertaining? Who's being married? Who's in town? Such local items plus the complete UNITED PRESS coverage of all women's features turned the tide of new business toward ELAM MILLS, opened up and solidified the market for its products.

AIR FAX: Social editor Mildred Barr has behind her the support of churches, women's clubs and organized groups in the community. Telephone calls during the morning hours average more than 40 a day. Not light is the postman's burden when he brings written requests for publicity on his daily rounds. A free theatre ticket offer netted 51 calls in a five-minute period.

First Broadcast: March 3, 1939.

Broadcast Schedule: Monday though Saturday, 11:15-11:30 A.M.

Preceded By: Mr. Quizzer.

Followed By: Music.

Sponsor: Elam Mills, Inc., Chicago, Ill.

Station: WCLS, Joliet, Ill.

Power: 250 watts.

Population: 74,868.

Agency: Burton Brown Agcy.

COMMENT: Well deserving of the title of *Old Faithful*, gossip-go-round programs of this kind have been successful from both a listener and a sponsor point of view. Low cost, mass appeal and adaptability to merchandising tie-ins, premiums, give-aways, other forms of

coordinated advertising, may well account for their sustained popularity.

Public Utilities

BOND SPIEL Long before the Dionne quintuplets focused the national spotlight on Duluth, Minn. as a vital war production center, its patriotic citizens were building ships and giving to the limit the wherewithal to build the ships. Black gold for Uncle Sam is the *Bond Spiel* offering of the CITY OF DULUTH WATER AND GAS DEPARTMENT heard over WEBC. In six months, the weekly program did a land office

business in War Bonds to the tune of \$277,000! A single program in which residents of the sister cities, Duluth and Superior, were pitted against each other produced 302 telephone orders for \$81,150!

AIR FAX: Program has a background of patriotic transcribed music. Audience is invited to phone in its pledges, have names announced over the air. Guest interviews with military personnel give a martial flavor to the concoction. Average number of calls per 30-minute airing: 65. Billboard mention, and bus card reminders are supplemented by occasional newspaper ads.

First Broadcast: October 15, 1943.

Broadcast Schedule: Thursday, 9:30-10:00 P.M.

Preceded By: Abbott and Costello.

Followed By: News.

Sponsor: City of Duluth Water and Gas.

Station: WEBC, Duluth, Minn.

Power: 5,000 watts.

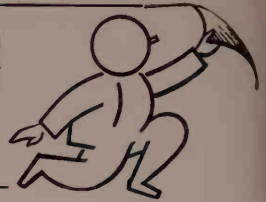
Population: 101,065.

COMMENT: Chalk up another victory for the psychological truism that the human voice induces action. It's proved again here in a most practical and satisfying way. While few advertisers can afford thousands of salesmen to make thousands of calls each day, almost any business firm can profitably use radio to deliver its message right into thousands of homes. Since shortages in all consumer markets are the order of the day, institutional offerings with a wartime appeal are money in the bank for advertisers who are laying the groundwork today for the rich harvest of tomorrow.



SHOWMAN VIEWS

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



Educational

LET'S LEARN SPANISH No one questions the social, cultural and even business advantages of speaking more than one language. On the North American continent, the language that holds out most promise is that of our South American neighbors. While many have the yen to master a foreign tongue, for only a few is the wish father to the deed. For most linguists-in-the-making, it's *manana*.

Listeners to the new transcribed series don't put off until tomorrow what can be done best today. When WQXR gave the *Let's Learn Spanish* come-on to its New York city listeners, it offered a word list free. Returns from the first broadcast netted 800 requests. Total requests on its first run: 13,000. Months later when the program was returned to the air, a dollar tariff was placed on the word list. Postman carried in 1,000 requests the next day.

For WFIL listeners, LIT BROTHERS DEPARTMENT STORE planned a five-way promotion for Philadelphia, Pa., language enthusiasts. Endorsement of the program was secured from all Latin-American Consuls in the Quaker City, and the Pan American Ass'n. permitted the station to circularize its members. School and college language department heads were asked to suggest that Spanish students listen to the series. To public libraries for distribution went 50,000 book markers. Car cards and newspaper ads helped garner students.

On KIEM, Eureka, Cal., the invitation to *Let's Learn Spanish* struck a responsive note with the public, proved

to be one of the most popular programs on the station. Broadcast three times weekly at 7:15 P.M., the radio lessons are coordinated with the printed word lists which listeners may obtain for two bits. Before first roll call was taken, sponsor used window displays, newspaper write-ups, courtesy announcements, and personal contact with chief moguls of influential local groups to drum up trade. Class ranks are filled with men, women and children.

AIR FAX: Written and produced by Time Inc., Radio Programs Dept., *Let's Learn Spanish* is a quarter-hour series designed for three-times weekly airing for 13 weeks. Dramatization takes the form of conversational exchanges between man-in-the-street Joe Bishop, and a Spanish speaking friend. Discussions of everyday situations present a working Spanish vocabulary. Program is so written that no harm is done if a broadcast lesson is missed; series can be continued without difficulty.

Merchandising: Letter contests in Spanish give listeners a chance to use the words learned from the broadcasts. Writers of the five best may compete for a prize based on conversational aptitude before studio mike. Printed word lists provide a check on listener appeal.

Availability: Series is available locally through the H. S. Goodman Radio Productions.

COMMENT: Almost untapped by advertisers is the field of educational broadcasts. Returns from this, and other recent series with educational values, indicate that here is a splendid way to create good will. Word lists, other printed instructions give sponsor a splendid check on listener appeal, may also be used to create store traffic.



Dramatic

FAMOUS MOTHERS What does Mary Washington or Mme. Ernestine Schumann-Heink have in common? To the world of radio listeners, they go down in the hall of fame as *Famous Mothers*. Women famous in their own

right, and others who bask in the reflected glory of their children's accomplishments, come to dramatic life in this five-minute transcribed series. Listeners travel from the eighteenth century to the twentieth to share in the lives of the mothers of Madame Chiang Kai-Shek, and George Washington. In to the listener's own home come a pioneer mother of 1799, the first woman editor in the United States, and the head of the Missing Seamen's Bureau.

Cement that binds the individual program bricks together is international artist Jane Dillon who portrays every character in each program. While some of the episodes are narrative, others contain dramatic scenes. Changes of pace, voices and timing create the dramatic illusion.

AIR FAX: Available in this first unit are 78 five-minute transcribed episodes. Each program runs about 3 minutes, permitting a one-minute opening and closing commercial to complete a five-minute show. One episode of *Famous Mothers* may also be used as a highlight of a live or transcribed musical quarter-hour.

Promotion: Newspaper ad mats, photomat of Jane Dillon, advance teaser spot announcements, and publicity stories about Jane Dillon are available. As a give-away, sponsor may offer Jane Dillon's epic poem, *Greater Love*.

Producer: Kasper-Gordon, Inc.

COMMENT: Local advertisers with limited budgets find that through transcriptions they can offer network calibre entertainment. Program here is one with almost universal appeal.

Mysteries

THE WEIRD CIRCLE The tolling of a huge bell in a phantom cave by the sea heralds the gathering of the *Weird Circle* to listen to strange tales out of the past. Eerie mysteries, weird, supernatural stories, suspense-filled adventures have existed since earliest times, but even Sherlock Holmes himself couldn't explain their tremendous increase in popularity since the first World War.

Public libraries report that murders and mysteries now get 30 per cent of the public's attention, and only in the realm of horror, horror in *whodunits*, and just

plain *whodunits* is there an increase in reading. One out of every four new books published in the English language falls into this category. In 1940, when eight million Londoners driven underground by the Nazi Luftwaffe squadrons set up raid libraries, the demand was for mystery stories and nothing else. On both stage and screen the trend is toward the spine chillers. Network popularity of shows with

similar appeal is one of the sweeter mysteries of life for their sponsors. Enter: *The Weird Circle*.

When the *Weird Circle* gathers, listeners hear action-packed radio adaptations of classic bests in fantasy and mystery. Name dramatic talent presents the stories of Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins, other masters in the art of suspense and horror.

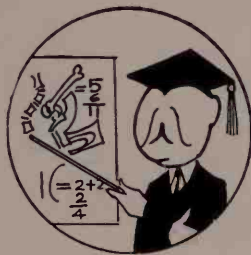
Among the first to put its *radiokay* on this diller of a chiller was the PETER HAND BREWERY CO., Chicago, Ill. Series was heard on WGN.

AIR FAX: Designed for local and spot use by advertisers having limited distribution or by national advertisers wishing a program for limited areas was this series of 26 half-hour dramatic programs arranged for once-a-week presentation. Cue sheets are furnished, providing maximum time for commercial announcements permitted under NAB Code.

Promotion: Dramatized 20-second spot announcements provide dramatic introductions for local teaser announcements. Available is a complete merchandising and publicity campaign, including newspaper publicity stories, photographs and mats of cast, mats for newspaper spotlight ads, and complete suggestions for promotion and merchandising.

Producer: NBC Radio Recording Division.

COMMENT: A matter of statistical record is the enormous popularity of mystery-suspense stories. With this series of mystery masterpieces, the advertiser is almost certain to attract the average *whodunit* fan, also has a chance to crack a whole new listening audience that would not be interested in the usual type of radio mystery. For the advertiser who wants to attract a sizeable audience comparable to the number who now follow news programs, a program of this kind is a worthy competitor. Cliff-hanger *devotees* come from all economic brackets, collectively represent men and women of all ages.





JOHNNY ON THE SPOT

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

HAVE ANOTHER CUP

When rationing made housewives hoard their coffee to the last drop, radio coffee accounts dropped by the wayside, became one of the wartime advertising casualties. On the mend and ready to go into action once more are many of these concerns. On WOR, New York city, the JOSEPH MARTINSON Co. increased its time to an all-time high; in addition to its Sunday quarter-hour program for MARTINSON'S COFFEE, sponsor placed a 52-week contract for five 11:00 P.M. announcements a week. Not the only new brew cooking on WOR is the MARTINSON series. HOLLAND HOUSE COFFEE announcements are heard on the *Food and Home Forum*. SAVARIN returned with *Bessie Beatty*. When housewives no longer had to surrender food stamps for java, advertisers were sitting pretty; what was well begun via radio was more than half done in terms of sales.

ACHILLES HEEL

In California, a two months intensive spot schedule was the Achilles heel by which 42 PRODUCTS, INC. penetrated listener consciousness in Los Angeles, and San Diego. Over KHJ, KECA and KFSD, some 100 spot announcements a week sung the merits of 42 PRODUCTS, INC., its hair oil and shampoo. From the standpoint of brand identification, dealer impact and actual sales, this first phase of the advertising campaign went straight to its mark. What came next out of the bag: *Bulldog Drummond*, a half-hour syndicated show over KHJ, and KGB;

30-minutes of Al Jarvis in a Sunday *Record Performance*, and a thrice-weekly Ian Keith KNX dramatic narration.

COLLARING WORKERS

While the goal of most workers has long been that of a white collar job, today the trend is reversed. Workers beeline it for the pastures where the clover is deepest. To help dress them for the part, the GIBBS CLOTHING Co., Salina, Ka., uses three spot announcements daily over KSAL. As one of the largest volume sellers of work clothing in a community up to its elbows in wartime activities, GIBBS ties up with the needs of the U. S. EMPLOYMENT SERVICE for labor in the Salina war work area.

Public service gesture extends to the rural community. When information was released at Camp Phillips that prisoners of war stationed there could be farmed out at a cost of 80 cents a day, plus meals and transportation in groups of not less than five, GIBBS broadcast the news to farmers short handed in the harvest fields.

GOLDEN SILENCE

Two weeks before Christmas, the CHESAPEAKE & POTOMAC TELEPHONE Co., regional affiliate of the BELL TELEPHONE, that embraces Washington, D. C., Maryland, Virginia and West Virginia, put its problem up to the public. Its lines were carrying the heaviest load in its history. To add to its burden, the strain of Christmas messages might well be the straw that broke the camel's back.

To reduce long distance calls to those vital and necessary, it presented a series of dramatized transcriptions prepared by the KAL ADVERTISING, INC., Washington, D. C. Over 35 stations blanketing four states, C & P asked the public's cooperation, explained with tact and simplicity why it was necessary and essential for the war effort.

On Christmas Day its entire schedule of broadcasts was cancelled! On that day of days, when telephones formerly were flooded, the softening up job had been so thorough and completely effective that the problem was solved.



NEXT MONTH

SANTA CLAUS makes his annual appearance. To help you get the most out of the peak retail buying season, there are tested seasonal programs for almost every business field.

ADVERTISING'S men of good will bring *Yule Joy for the Soldier Boy*, via radio greetings to and from soldiers, to create good will here and abroad.

SEASON'S BEST are delivered in person by advertisers in one-time broadcasts. It's *Greeting Cards Time*.

COOPERATIVE MERCHANTS use radio to distribute gifts from the Christmas pack, keep the Christmas star burning over main street.



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ALIS YOUR PROBLEMS? Leaders: the problem you face, a product before the public, and to get the public behind you.