

NATIONAL BROADCASTING COMPANY  
GENERAL OFFICE  
1700 BROADWAY, NEW YORK, N. Y.

# S Showmanship



OCTOBER 1943

25c  
30c IN CANADA

85

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**57 TESTED PROGRAMS FOR BUSINESSMEN**

MORE THAN A MAGAZINE      A SERVICE



## YOUR BUSINESS AT A GLANCE

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

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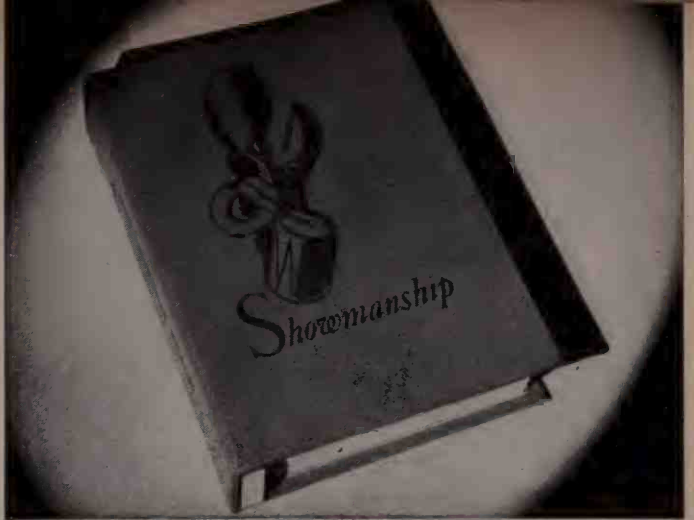
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# LET'S LEARN SPANISH

## 39 TRANSCRIBED QUARTER HOUR PROGRAMS NOW AVAILABLE

This Dramatized Series of Radio Programs Teaches Spanish the Easy Way

EXCLUSIVE RIGHTS HAVE BEEN SOLD IN 43 CITIES

Prepared by THE RADIO PROGRAMS DEPARTMENT of TIME & LIFE MAGAZINES

Better wire today for details.

SOLE DISTRIBUTOR

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

TELEPHONE: WICKERSHAM 2-3338

---

# Turkey Talk Time

**T**HREE holidays in a row—Thanksgiving, Christmas and New Years! True, the festive boards will have a lean and hungry look about them. Tinsel and baubles will conceal the dearth of gifts beneath the Christmas tree. In the New Year, *peace on earth* takes precedence over all else.

Business has gone to war. There'll be no all-out buying spree of the kind retailers have known in times of plenty. Shortages and higher taxes have leashed the extra dollars in the consumer's pocket. It will be a different kind of Christmas, but even with nothing to *sell*, business still has something to *advertise*.

Feast or famine, advertising is a direct line of communication between producer and consumer, manufacturer and user, enterpriser and dealer. Constant use is the only method by which that communication line can be maintained at maximum efficiency. To maintain contact with the market, the advertiser must keep this communication line wide open if he is to avoid misunderstandings bred of famine. To cut this line is business suicide. Concentrated institutional advertising during the war years is the businessman's white meat wishbone of the future.

Radio is an integral part of that communication system. The advertiser who lets radio carry the load never gets the busy signal nor a wrong number. His call goes through to the public in maximum time at minimum cost.

The radio advertiser of today is blazing new advertising trails for the future. Through entertainment features designed to bolster morale, and educational offerings streamlined to untangle the maze of complicated civilian living, business builds up a reservoir of good will. It is this reservoir that will be tapped when consumer buying is once more a reality instead of the dream and the hope of the future.

Business will emerge from the present crisis to be judged on the basis of its service to the public. Commercial messages in support of the war effort are boon companions to programs presented purely in the interests of service. Together, they point the way to a bright, new tomorrow when the best advertisers will be those who are the least unselfish, the most sincere in their wish and intention to serve the consumer.

*The Editors*

# Prize Packages For Fall Program Hunters

—all NBC Recorded Features

## "THE WEIRD CIRCLE"

Chiller-thrillers by Poe, Balzac, de Maupassant and others come to life in this series of 26 superbly produced, expertly acted half-hour recordings. New... but already being broadcast on 54 stations. Plenty of good markets still available.



## MODERN ROMANCES



True stories of today... straight from the gripping human pages of one of today's fastest selling magazines. This series of 39 quarter-hour recorded dramas, each a *complete* story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.

## The Name You Will Remember



William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 3-a-week broadcasts... with a complete merchandising set-up and a perfect tie-in for sponsor's name.

## FLYING for FREEDOM



A vivid saga of daring and courage of United Nations' fighting men—action-filled adventures of their training days and their combat operations. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production. 26 half-hour dramas.

### OTHER NBC RECORDED FEATURES:

BETTY AND BOB—390 quarter-hours

LET'S TAKE A LOOK IN YOUR MIRROR—156 five-minute talks

CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours

GETTING THE MOST OUT OF LIFE TODAY—

117 five-minute talks

### AND OTHERS

For presentations, rates and auditions, write:



## Time Out for Fun and Music

Fast-paced musical program spiced with sparkling quips. Two series, 15 quarter-hours each. Series I stars Billie Prescott as M.C., Felix Knight and Ted Stone's Novatones. Series II stars Ted Stone and Grace Albert. If a mixed audience is your market, cash in on "Time Out."

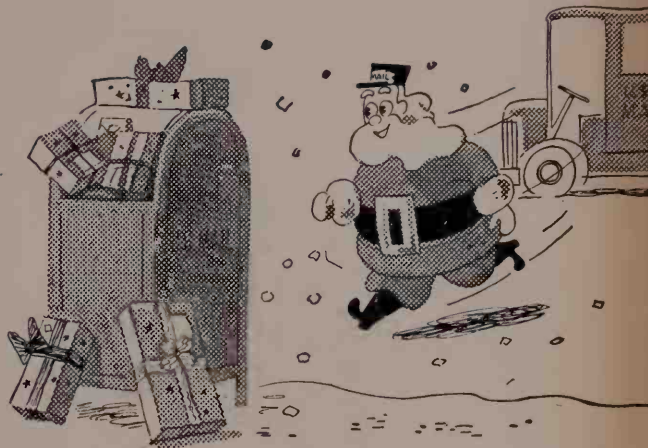
**NBC**

## Radio-Recording Division

NATIONAL BROADCASTING COMPANY  
RCA BUILDING • RADIO CITY • NEW YORK 20, N. Y.  
CHICAGO • WASHINGTON, D. C. • HOLLYWOOD

# Yule Joy for Soldier Boy

Advertisers Hit  
Goodwill Target  
With Greetings,  
Gifts, Good Cheer



**W**HILE families with service stars in the window think longingly of "Peace on Earth," advertisers find that even a wartime Christmas can partake of "Good Will Toward Men." Greetings to and from soldiers, gifts for the men in the armed forces, and just plain good cheer for both the man with the gun, and homefolks left behind are sponsor wrapped radio packages of good will. With mails slow, deliveries uncertain, the season's best may seem none too good to the soldier far from home. Radio is the bright star that lights up both dug-out and homestead. Presented here are the cups of kindness that were passed around among listeners last year by advertising's men of good will.

## GREETINGS

Getting a Christmas furlough was out of the question for 200 Marines from Rockford, Ill., surrounding towns, stationed at San Diego, Cal., but through WROK they were able to spend two air-hours with their folks. For two hours on Christmas Day, each of the 200 Ma-

rines had the privilege of extending Christmas greetings to relatives and friends back home on a local broadcast. Broadcast was sponsored by 326 Rockford business firms.

While there were no commercials on the program itself, each participant received pre-announcements calling attention to the program and its part in making it possible, as well as individual Christmas greetings to customers. Listing of name and address in a double-truck newspaper ad in both the Rockford *Morning Star* and *Register-Republic* also helped to raise each merchant's stock. Before the greetings were cold, many firms put in bids to be included in the next broadcast of the type.

Guest star on the special 1:30 P.M. broadcast was Betty Rhodes, of PARAMOUNT pictures and radio fame. To comply with censorship rulings, and to guarantee appearance of the entire contingent, program was a transcription presentation. In addition to greetings from the Marine recruits, program offered music by the San Diego Marine Corps Base band, with local and instrumental novelties for variety. Staff Sgt. Larry



Hays, director of the San Diego Marine Corps Base radio unit, and WROK program director Bill Traum emceed the show. To give radio listeners in Rockford a chair-side seat for the unusual party, WROK took its microphone on a round trip of over 5,000 miles.

In Hamilton, Ont., the CKOC greeting angle was given a slightly different twist. Featured were transcribed greetings to those at home from Hamilton boys serving in various parts of Canada. Messages were waxed at stations adjacent to army camps, sent on to CKOC for Christmas Day airing.

On the day before Christmas, five Charlotte, N. C., mothers gathered around the microphone to say "Merry Christmas, son!" to boys on the firing lines somewhere in the South Pacific. A sixth mother, whose son was a Japanese prisoner, was chosen to send greetings to all sons on the fighting fronts everywhere. At 6:15 A.M., December 24, each mother came to the WBT studio, broadcast her message in the hope that the soldier boy was listening at what was for him 10:00 P.M., on Christmas Eve. Broadcast was a Christmas feature of *Grady Cole's Time*, an early-morning farm feature.

#### GOOD CHEER

Holiday crowds in a typical small American town the Saturday before Christmas supplied the background for

WLW's *Truly American* program which the Office of War Information short-waved to troops throughout the world. Actual scene of the broadcast was the public square at Chillicothe, O. Christmas carols were sung by 30 choirs of 600 voices.

Sponsored on Christmas Day over KHJ, and the 33 stations of the Don Lee network, was a special one-time broadcast by the PACKARD BELL RADIO CORPORATION. *Christmas Day Open House* was a three-hour variety program featuring motion picture and radio stars, and dedicated to the boys in service and to the fathers and mothers at home. Studio guests were mothers and fathers of fighting Americans. Tickets were available through Los Angeles, Cal., U.S.O. offices as well as at the KHJ studios.

Invited to drop in during the *Christmas Day Open House* between 1:00 and 4:00 P.M. were 500 guests. Guests came early, stayed late. When the SRO sign went up in the main studio, overflow was accommodated in Studio Two. Guests listened to the program by connecting loud speaker, saw the stars as the celebrities of the entertainment world came in for bows after each skit. Newspaper display and publicity stories released by sponsor and station fanned the flames of public enthusiasm.

Not forgotten at Christmas time was the man on the production line. Direct descendants of the first settlers of Camden, Ma., whose forebears built ships as early as 1794 were among the WLBZ, Bangor, listeners on Christmas Day who heard Dickens' *A Christmas Carol* presented by the CAMDEN SHIPBUILDING & MARINE RAILWAY Co., as a gift to hard working employees.

Program was the climax of a carefully planned series of programs aired during the year for CAMDEN SHIPBUILDING. Copy used in all broadcasts was slanted at employable workers urgently needed in the shipyards. While the radio series was the only form of advertising used by the company in its campaign to lick the employment problem, men and women came from every part of Maine, other New England states.



## GIFTS

Service men and properly identified war workers went to a three and a half hour *Smokes for Soldiers Christmas Victory Party* in which WPAT, Paterson, N. J., featured the music of four name bands. Admission to the party held the Sunday preceding Christmas at the 113th Infantry Armory from 1:00 to 4:30 P.M. was five packs of cigarettes from war workers. Soldiers were admitted free. Barred was the general public. Given under the auspices of the U.S.O. and the Paterson Junior Chamber of Commerce, the *Christmas Victory Party* was one of a series.

With Paterson ranked as one of the country's busiest defense areas, the parties are offered to war workers in search of amusement. Smokes are turned over to the U.S.O. for distribution. Collected in jig-time were a quarter of a million packages. Attendance at each party: over 8,000! Parties last from 2:00 to 5:00 P.M., with WPAT broadcasting its pick-up from 3:00 to 4:00 P.M.

A Christmas program in September! That is what Station KGO, San Francisco, Cal., put on the air at 8:30 A.M. three times a week, beginning on September 14. Though it came close to the millenium of snowballs in July, *Santa Claus Time* was a public feature to stimulate gift-sending to the men in the armed forces. Quarter-hour of music, songs and stories to create the Christmas spirit was followed up by authentic information concerning mailing of overseas packages. Listeners were reminded that the Post Office would not accept packages after November 1 for delivery on or before Christmas Day.

Carried as a part of the *Santa Claus Time* program were explanations of the *Christmas Joy for Soldier Boys* programs, as well as appeals for gifts. Real *Christmas Joy for Soldier Boys* were the 2,500 packages, ranging from cartons of cigarettes to elaborate kits donated by listeners for soldiers who had no families, were far from home, or for other reasons would receive little or no attention at Christmas time.

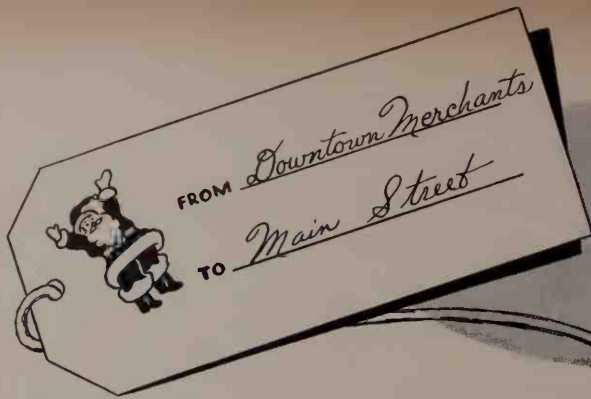
What drew more than 200 women to

the Portsmouth, N. H., U.S.O. Club was the second annual *Christmas Goodie Party* given by WHEB. Admission was a box of cookies for servicemen. Program was a get-together for 750 Club listeners, and each guest got a 750 Club kitchen reminder pad. After entertainment by WHEB talent, home and Christmas hints, gifts were distributed from participating merchants.

In Oakland, Cal., Christmas giving put plenty in Uncle Sam's sock. Omitted from KROW schedules were all commercial messages on Christmas Day. For an 18 hour stretch, bond messages of various types, lengths and styles were presented by advertisers.

A Christmas gift project launched by Martha Deane, WOR commentator, New York City, brought General and Mrs. MacArthur a patchwork quilt, also prompted War Stamp purchases. Handmade quilt was placed on display in several New York department stores. Each purchaser of a dollar's worth of stamps added his signature to an autograph book which accompanied the gift. Radio listeners unable to attend the exhibit sent stamp orders and signatures by mail.





**M**ERCHANTS cooperatively inclined to light up the main stem as one sure-fire method of picking off the Christmas plums find that wartime conditions put old techniques on the shelf. Gone for the duration are street decorations, Christmas parades, similar methods of promoting Christmas activities. But merchants throughout the country find that radio can be as decked up as a Christmas tree, do a bang-up job of distributing gifts from the Christmas pack. Given here are the experiences of some of these sponsors.

#### DOWNTOWN BUSINESS MEN'S ASS'N.

*Los Angeles, Cal.*

At a center maintained by the Treasury Department to put on daily programs for the sale of Victory Stamps and Bonds, the DOWNTOWN BUSINESS MEN'S ASS'N., Los Angeles, Cal., put on a one-day promotion to promote Christmas business in downtown Los Angeles.

"For two weeks we announced we would give special prizes to the *Downtown Los Angeles Boy and Girl*," writes Herbert M. Baus, assistant manager of the ASSOCIATION. "Photographers covered the downtown stores, made numerous pictures of youngsters under high school age. From these pictures, we selected one boy and one girl, giving an

erector set to the boy, and a talking doll to the girl.

"We announced that Santa Claus would make his debut in a downtown November 14 premier, and 20,000 children had the thrill of seeing the patron saint of childhood for the first time of the year.

"On the program, the *Downtown Los Angeles Christmas Boy and Girl* were presented, and Santa Claus himself gave them their gifts. Selected by lot from among the 20,000 children were a boy and a girl, and each received a pair of ice-skates. Every child was given one ticket free, could obtain another ticket for each ten-cent stamp purchased. While we would not ordinarily encourage any kind of lottery for children, we felt that giving one free ticket to every child and others based on Victory Stamps was justified.

"Highlight of the show for the studio audience and for KECA listeners was the appearance of radio hero Red Ryder. Such was the popularity of Red Ryder that the children lingered for two hours after the program was over to meet their hero and to get his autograph. Perhaps it is a testimonial to the times that Red Ryder apparently out-ranked Santa Claus in popularity. In addition to Santa Claus and Red Ryder, other attractions included the Sheriff

Main Street Takes to Radio, Uses Tinsel Wrapped Cooperative Packages for its Christmas Merchandise Story to the Public

Boys Band, games of various kinds, and a drawing for many prizes."

### CHAMBERS OF COMMERCE

*Riverside, Cal.*

Dim-out restrictions on the Pacific Coast ruled out the usual Christmas lights on the streets of Riverside, Cal., but local merchants, CITIZENS NATIONAL BANK, and the CHAMBER OF COMMERCE burned their candles over KPRO. To bring Christmas shoppers from all parts of the Valley of Paradise to Riverside, the cooperative venture centered around the transcribed feature, *The Cinnamon Bear*.

Episodes played at the Friday noon luncheon to members of the CHAMBER OF COMMERCE set the wheels in motion. Program was sold to merchants by the front foot, and merchants who chose this method of putting their best foot forward were assessed 40 cents a front foot for full participation in the half-hour daily series heard at 6:30 P.M.

Christmas music, names of cooperating merchants, and an episode in *The Cinnamon Bear* story was the package that contributed to the greatest Christmas trade in the history of Riverside. At the start of the 26-episodes on Thanksgiving Day, the opening episode was played four times during the day. Device built up a whopping big starting audience, kept them coming back for more. Small ads in daily papers each day helped the cause along.

### MERCHANTS' ASSOCIATIONS

*Mankato, Minn.*

While Paris may be the mecca of the New York shopper, Mankato, Minn., fills the same function for farming communities in that part of southern Minnesota. It is from this shopping center that the farmer fills the Christmas stockings, keeps the stock of merchandising moving from the merchant's shelves. To keep shoppers in just that frame of mind in spite of war-

time restrictions on gasoline and tires, Mankato merchants gave a musical reminder to *The Christmas Shopper* over KYSM.

Program heard six times a week from 6:30 to 6:45 P.M. reached residents in all of the many villages that drain out from the city. A brief commercial invited listeners to do their Christmas shopping in Mankato. Recorded Christmas music followed in uninterrupted succession.

Cost of the show was more than covered by subscriptions from local merchants, with the Retail Division of the CHAMBER OF COMMERCE starting the ball rolling by subscribing nearly half the cost. Since popular subscription exceeded time and talent costs, surplus was devoted to program promotion in local newspapers.

*Charlotte, N. C.*

While merchants in Charlotte, N. C., abandoned the customary Christmas Parade, wartime conditions were no headache for them! Additional radio time put across their campaign to bring children into the city for their adventures with Santa Claus. Sponsored by the MERCHANTS ASS'N. were four quarter-hour broadcasts on a once-a-week schedule. Interviews with the moppets and a free-gift to all comers was the come-on.

**COMMENT:** It's putting the cart before the horse to put Main Street in festive dress if methods are not also used to draw the shopper to the bright lights. While Christmas lights along the main drag may put shoppers in a festive mood,

help loosen the purse strings, every shopping center has its fur boughs, red and green lights and Christmas tinsel. Merchants have to offer more than that to keep the crowds coming their way.

That radio is that something extra is the experience of advertisers here. The very novelty of the campaign creates additional interest.





# Greeting Cards

Business De  
Focus on Old

**M**EN of good will, both as private individuals and as representatives of business have come to regard the Christmas greeting card as a means of putting out the hand of friendship. Streamlined to fit the modern spirit is the use of radio to extend the best wishes of the season to the public as well as to distributors and retail outlets.

What keeps up-to-the-minute advertisers using these one-time greeting programs year after year: the personalized touch carried in the human voice; elimination of that "someone" to whom no card was sent; opportunities for originality, and the chance to win new friends while extending the hand of friendship to old ones. How a variety of advertisers used radio to extend their Christmas greetings is told here.

## BEVERAGES

*Reno, Nev.*

To give evidence of good will, and to extend appreciation to retail outlets and to consumers, the SIERRA WINE & LIQUOR Co., wholesale wine and liquor distributor, turned to KOH. For its one-time half-hour oral greeting card, SIERRA rode along with the NBC THESAURUS offering, *Santa Claus Rides Again*. Heard on Christmas Day, at 1:30 P.M., the transcribed program featured Allen Roth's orchestra, a chorus of 12 mixed voices, and a cast of radio players. Highlight of the show: the reading of the famous New York Sun editorial of December, 1897, "Is There a Santa Claus?" Newspaper advertisements in seven Nevada

and California newspapers took listeners galore on the ride with Santa Claus and SIERRA.

## PUBLIC UTILITIES

*Cleveland, O.*

While most large business establishments have an organized program of employee activity, most of these events are kept strictly within the family. For the OHIO BELL TELEPHONE Co.'s mixed chorus it's a different story. Regular musical get-togethers may be good fun, but they are dress rehearsals for the annual 30-minute Christmas radio broadcast from the lobby of the OHIO BELL TELEPHONE building, Cleveland, O.

Under the direction of Cleveland choral director Charles D. Dawe, the broadcast originates over WHK-WCLE in mid-afternoon the day before Christmas. Since 1939, OHIO BELL has purchased the special all-Ohio network of stations to broadcast its 30-minutes of Christmas carols. For this special event, sponsor takes on as many stations as possible in each community. Both WHK and WCLE carry the feature, as well as multiple outlets in other Ohio cities. Program last year was heard over 17 stations in Cleveland, Columbus, Cincinnati, Dayton, Toledo, Springfield, Youngstown, Steubenville, and Akron.

## DRUG STORES

*Dallas, Tex.*

No greater gift for war-torn countries would be the promise of *Peace on Earth, Good Will toward Man*. To further this

# Time

Season's Greetings in Person Via Radio;  
Friends in these One-time Program Shots

hope was the sentiment behind the SKILLERN DRUG CO.'s *Christmas Gift* to KRLD listeners in Dallas, Tex. From 10:30 Christmas Eve until midnight was the time SKILLERN's gave to the National Conference of Christians and Jews for a joint program of prayer.

Outstanding speakers and choirs from a Jewish Temple, Protestant and Catholic churches were heard. The Christmas message of the Catholic bishop was a part of the program. Newspaper ads, announcements in all Dallas churches on the preceding Sunday, and reminders on other SKILLERN radio offerings spread far and wide the name and fame of the *Christmas Gift*.

That the *Christmas Gift* struck a responsive chord is indicated by the fact that SKILLERN's plans to make its Christmas institutional offering a yearly institution. No radio scrooge, a record of 1,200 quarter-hours in 52 weeks is the SKILLERN *Story of the Year*.

## MANUFACTURERS

*Columbus, Miss.*

Method by which the SEMINOLE MANUFACTURING Co. said "*Best Wishes to You and Yours*" was a 30 minute Christmas Eve transcribed dramatization of the Birth of Christ. Heard over WCBI, the program is an annual presentation, rates at the top of listener preference. Dramatization is transcribed by the Ave Maria players, Garrison, N. Y. SEMINOLE continuity was strictly good will and institutional. Newspaper publicity was tied-in with presentation. For the COLUMBUS MARBLE WORKS, not a

dramatization but a song was the sponsor's personal reminder to business friends. A transcribed choral offering by *The Boy's Town Choir* was sponsor's choice.

## DEPARTMENT STORES

*Tulsa, Okla.*

When KTUL listeners in Tulsa, Okla., settled down for the hour-long Christmas Day broadcast of *Messiah* they had VANDEVER's to thank for front row, aisles seats at the 2:00 P.M. performance. While the department's store's greeting took the form of the universal language, the BARECO OIL Co.'s package of Christmas cheer took another shape. KTUL listeners sat in on BARECO's huge *Christmas Party for Tulsa's Crippled Children*. Portions of the party were broadcast Christmas Day at 11:15 A.M.

## DEPARTMENT STORES

*Davenport, Ia.*

Just as the reading of Charles Dickens Christmas classic, *A Christmas Carol* is a traditional Christmas event in many families, so is it traditional with the PETERSEN HARNED VON MAUR DEPARTMENT STORE. Each year this NBC THE-SAURUS feature is the PETERSEN method of sending greetings to customers and friends. On Christmas Eve at 7:30 P.M., WOC listeners turn up their loud speakers to get the 30-minute friendly gesture.

**COMMENT:** Even on a seasonal basis, consistency is the stuffing for the golden goose of good will. While one-time offerings are effective and telling greetings for businesses not usually heard on the air, advertisers whose established radio offerings have built up a loyal listening audience find that a one-time good will gesture is a gift horse that can be looked straight in the mouth. Such programs widen the sponsor's listener horizon, win new followers for the advertiser's other radio programs. Advertisers anxious to preserve the basic business structure of the nation, turn to institutional offerings to build for the future, keep up home front morale through excellent radio entertainment features.

# St. Nick's Radio Tricks

Radio Santa Quick to Create Store Traffic, Sell Merchandise, Build Good Will and Give Advertiser Check on Listener Appeal



It's too early to predict just what Christmas, 1943, will bring. Reduced stocks will make shopping more difficult. Merchants will be hard pressed to meet, in any small measure, consumer demands. But it's a safe bet that no matter how little there is to put in the Christmas stocking, Santa Claus will get a rousing welcome from the small fry.

Although the number of families in any one city having children in the age group to whom Santa Claus is part and parcel of every day life is limited, that small but active minority group has an immense hold upon the family purse strings. Whether for present or for future sales, advertisers find that seasonal campaigns slanted at this one group is a profitable way to trim the halls with holly.

Department stores find these programs a profitable way to merchandise toy departments; in Philadelphia, Pa., GIMBEL BROTHERS for example, a concealed microphone near Santa's throne in the toy department picked up interviews with Santa's youthful admirers, and these recordings were re-broadcast at various times during the week to capacity audiences.

But department stores by no means have a corner in this field of seasonal promotion. When the GIRARD BAKING Co., Burlington, Vt., makers of JUMBO BREAD, brought Santa Claus to the WCAX microphone, mail count was

excellent and sponsor noted a tremendous sales increase.

To indicate what devices are used to promote such seasonal offerings, the experiences of several sponsors are presented here.

## STORE TRAFFIC

*The ultimate aim of most advertising is to create store traffic. Santa Claus does that!*

If let to their own discretion, mothers may or may not take the moppets down to see Santa Claus. Given a radio program which features the Christmas saint, the younger generation takes matters into its own hands, uses pressure where it does the most good. While at one time, to have a store Santa Claus was enough to create traffic jams, his wide adoption by stores of all types has tarnished the tinsel trappings unless some extra incentive is added. For a generation that has grown up with radio, a radio Santa Claus is just that something extra.

Tete-a-tetes between Santa Claus and his young Fort Wayne, Ind., visitors to the SEARS, ROEBUCK & Co.'s Toyland were interspersed with remarks by WOWO-WGL announcer Paul Roberts. Courtesy announcements on WGL,

newspaper advertising and store displays put listeners wise to the three times weekly quarter-hours at 5:00 P.M. At broadcast time, no less than 50 children with their parents waited for a chance to talk on the air with Santa Claus at his Fort Wayne headquarters.



## MERCHANDISE PROMOTION

*Both in program content and through give-away angles, retailers build up audience acceptance for their products.*

Long winded sales messages go in one ear, out the other, but the merchandise story can be worked painlessly into the script. In keeping with the wartime *shop early* spirit, Santa Claus, too, arrived early in Toledo, O., to start his annual WTOL broadcasts as the guest of the LA SALLE & KOCH department store. For ten days, beginning November 10, youngsters followed the adventures of Santa Claus on his way from the North Pole to Toledo. Monday through Saturday, at 6:30 P.M., different varieties of toys were introduced as dolls, musical instruments, et al, promised to join Santa Claus at LA SALLE's Toytown. Sponsor's hook: items mentioned in scripts were prominently featured in Toytown, and all commercial copy was written in story form, described in language children understood. Received at the station were 527 letters, 123 telephone calls.

By psuedo remote control in the WKZO studios in the Herpolsheimer Building, youngsters were able to hear Santa on the talk-back system at the same time both voices were broadcast. Monday through Friday at 7:00 P.M., the quarter-hour Christmas feature was heard for the HERPOLSHEIMER DEPARTMENT STORE. Due to emergency War Department restrictions, it was necessary to frame some, carefully edit all comments. Gifts, representing HERPOLSHEIMER merchandise, were distributed by Santa's helpers to youthful participants.

## AUDIENCE CHECK

*Sponsors of a Santa Claus show find that such a program offers numerous checks on listener appeal.*

In Savannah, Ga., the DERST BAKING Co. served up to youthful WTOC listeners a Christmas dish of sugar 'n' spice, everything nice, on a nightly quarter-hour diet. On the air for the

past seven years, this Santa Claus feature has been sponsored by DERST BAKING for three years. Popularity rating as tested by mail-pull: 4,000 letters! What it took to make the postman ring twice and then some: letters from children, jokes and little stories on the Christmas season.

## GOOD WILL

*While good will may be a by-product of almost any program, it's no trick at all when that program is a Christmas juvenile feature.*



Even when sales are not a factor, advertisers find that Santa Claus has plenty of good will in his Christmas pack. In Prince Albert, Sask., CKBI and Santa Claus joined hands to bring Yuletidings to stay-at-homes and party-bent small fry for the BURNS PACKING PLANT. Two thousand youngsters jam-packed the Strand Theatre for a free show, special gifts, candies and fruit. Aired was 30 minutes of carols and fun-making. With Santa Claus as guest of honor, BURNS put out the hand of friendship to its employees.

COMMENT: What makes a Santa Claus program an advertiser's delight is the fact that it is inexpensive to produce, gives maximum merchandising opportunities. While give-aways may stimulate listener interest, the fundamentals are merely an opportunity to talk with Santa, or to write him letters.

With institutional effort playing an important role in store operation, it is to be expected that special emphasis be placed on Christmas activities. Sure-fire are programs which combine clever radio material and store exploitation. Most of these programs cost little or nothing in addition to the actual airing of the program, but they establish another link in the chain which will result in a closer alliance between the retailer and radio. What works on a seasonal basis works even better when it is on a year 'round schedule. Such set-ups give the advertiser an opportunity to coordinate all media into one closely knit campaign.



## Enter: Santa

Mrs. Santa Claus  
Set Up by The

**P**LANS for Christmas were completed. **THE EMPORIUM**, St. Paul, Minn., had one of the most complete assortments of toys in the Twin Cities. Its Toyland glistened in its new dress. Santa's arrival had already been scheduled. Yes! St. Paul's only home owned store *thought* it was ready to meet the Christmas rush. It reckoned without Mrs. Santa Claus!

**THE EMPORIUM's** use of radio has been sporadic. Like many department stores, **THE EMPORIUM** has largely confined itself to newspaper advertising. When Mrs. Santa Claus came along to suggest broadcasts from the North Pole, it was interested because the program was simple, and it seemed to have something of interest to children. At the same time it was one of which parents would approve. **THE EMPORIUM** made Mrs. Santa Claus a part of its Christmas plans!

There wasn't much advance fan-fare for these daily appearances of Mrs. Santa Claus. The store did *not* give it much newspaper advertising. It did *not* use store display cards. The radio station gave it some courtesy announcements and plugs in its station newspaper ads. As far as **THE EMPORIUM** was concerned, it wanted to see what radio could do, unaided. It considered this series an institutional gesture. Whether it was more than that remained to be seen.

**THE EMPORIUM** wanted to bring children and their parents into the store; in other words, to create store traffic for its Toyland. Through its Mrs. Santa Claus program, it emphasized that *one* department. At the same time, invaluable

good will was created for the entire store. Showmanship was the cement which bound departmentalized and institutional radio together.

Every day the children followed the adventures of North Pole characters. There was *Stompie*, the little gnome who stomped once for no and twice for yes; his twin brother, *Jingle Bells*, whose conversation was restricted to jingling, and last but not least by any means, *Casper Gnome*, whose inarticulate jabbering was the delight of his listeners. Adventures which ranged from an *almost* fire at the North Pole to preparations for the annual Gnomes Winter Carnival worked in every sound effect imagineable.

About five minutes of every program was devoted to "shortwave" telephone calls from the North Pole between Mrs. Santa Claus and the four youngsters whose letters to Santa Claus were considered the best. Frankly, **THE EMPORIUM** was after *mail*. Mail was something tangible. You get letters, or you don't.

The store offered each of the four daily prize winners his choice of prizes from Santa's display table in Toyland. Erector sets, ironing boards, Lincoln Timbers, chemistry sets, and housecleaning sets came right out of **EMPORIUM** stock. To give every child an additional reason for writing to Santa Claus at **THE EMPORIUM**, every child was promised a personal reply from Santa Claus. Did it work? In the five weeks the program was on the air, children wrote 1,400 letters to Santa Claus!

In addition to the letters to Santa



# Letter Half!

North Pole Remote Passes the Sales Test  
at Department Store, St. Paul, Minnesota

Claus, there were other indications that the showmanship involved in this series, plus the program content, were creating good will and making sales. Cards came to Mrs. Santa Claus from various kindergartens and first grades, signed by the entire class roll. Mothers called the station to say their children wouldn't leave the house until after the program was over. One mother wrote the following letter:

"When I have occasion to phone orders to various companies, I frequently refer to their ad if that ad has resulted in my call. But this is the first time I've taken time out to write a firm to tell them I appreciate their advertising.

"I live in Minneapolis, and I have never been in The Emporium, but tomorrow I am going over to The Emporium to do my Christmas shopping. I think many other mothers will do likewise this year in gratitude for the moments of leisure gained.

"Mrs. Santa Claus creates a natural interest, and that lady knows children. She doesn't have the goody-goody appeal, but rather she tells of how the gnomes fight and the mistakes they make, mistakes wholly familiar to children, and she holds them spell-bound. My six year old had me write notes to our friends who have children to tell them to be sure and listen!

"Many years ago, I attended a meeting of an ad club in Chicago, and I learned then that the greatest advertising appeal is through children. I never thought much about it before, but my boys have sold me on shopping at The Emporium. At first, just the children listened to the program, but now I find myself arranging my work and listening as ardently as they . . . and I despise the usual daily programs."

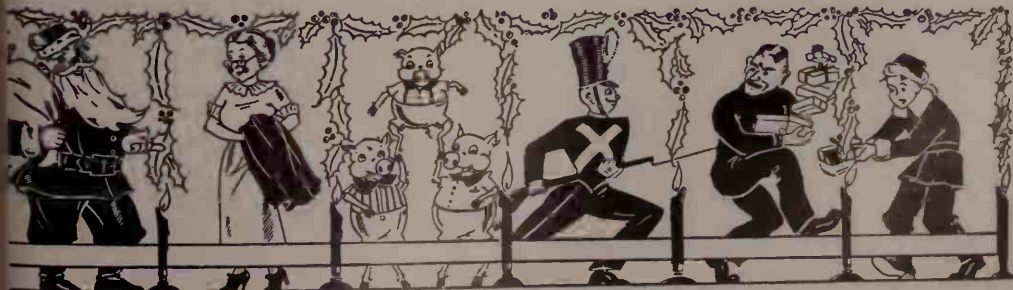
How did the program achieve such prestige? In the first place, the program offered real entertainment. More than one child requested as Christmas presents the North Pole characters whom Mrs. Santa Claus, alias, Marie Ford, created!

Nor was the program cluttered with long-winded commercials. Since the stories had to do with Christmas merchandise, every episode was a plug for Toyland, and the actual commercials had to do only with the letter contest; what the prizes were, how to get them, where, when, why and how to write the letters.

In the second place, THE EMPORIUM played fair with its youthful listeners. The prizes were ones that any child might want, (they retailed for at least a dollar) and there was enough variety in prizes offered to appeal to children of all ages and interests.

More than that, every child got something! The Christmas letter was in color, and each letter was addressed personally to the child by his first name. And it might be pointed out that while the letter was a good will builder, it also gave THE EMPORIUM a chance to merchandise its Toyland and to plug its WMIN radio program.

Lastly, the program ran for a sufficiently long period to build up an established listening audience. In that way, it gave THE EMPORIUM a real opportunity to put its merchandise story over to the public. As far as THE EMPORIUM is concerned, this program convinced the store that radio of the *right kind* has a definite place in a department store's advertising plans!



# Mail Fills Santa's Pack

Santa Proves Radio Easiest, Cheapest Media to Reach Public  
Writes Carl Mosseson, Owner of Carl's Auto Accessory Store

CHRISTMAS, 1942, was the first time that CARL'S AUTO ACCESSORY STORES attempted a radio promotion direct from its home store. Results prompted CARL'S to become even more interested in radio as an advertising medium than ever before.

At the present time, CARL'S has a year's contract with WWNY for spot announcements. In addition, CARL'S has a special arrangement to get first call on special shows and features. For example, CARL'S recently sponsored a special commentary on the third anniversary of the capitulation of France to the Nazis.

In our opinion, radio advertising is one of the greatest, easiest and cheapest ways of reaching the maximum number of people who buy the type of merchandise that CARL'S sells. While we use both radio and newspaper because we feel that it is necessary for any advertiser to use these two mediums, this does not mean that the addition of radio to our advertising schedule has upped our advertising expenditures. Best results come from the use of both media and we divide our appropriation between them.

The Christmas series which made CARL'S a radio convert was simplicity itself. CARL'S supplied a Santa Claus outfit for WWNY program director Bob Walter, alias St. Nick. Chief announcer Bob Mowers handled the commercials and served as a foil. While a part of the program was devoted to interviews with children, letters were also read. On certain nights, Santa passed out candy. On Sundays, when the store was closed, Santa Claus did his broadcasts

from the studios, pretending to have gone back to the North Pole to line up more toys.

To build up enthusiasm for what was in reality a simple format, CARL'S sent every youngster who wrote Santa Claus a letter, a card signed by Santa Claus. Advertisements in the Watertown *Daily Times* appeared on the radio page. Courtesy announcements were also used.

In addition to the store traffic created at the home store, its branch stores also profited from this radio venture. While the only offer made to draw mail was a promise to read over the air letters that were received, a total of 2,112 letters were received from November 24 through December 23, exclusive of Canadian mail. An advertising medium that can produce results of this kind is certainly going to play an important part in our anticipated expansion program when the war is over.

---

*No green horn in his field is owner and general manager of Carl's Auto Accessory Stores, Carl Mosseson. In business since 1917, his business success story is that of growth between two wars. Six years after he had got his first auto accessory store in Elmira, N. Y. off to a good start, he added a branch store. Wanting new horizons, he took down the shutters on his Watertown store in 1927. Today his network of eight stores serves the entire area of northern New York.*



# CHRISTMAS PROMOTIONS

Here is a collection of successful merchandising stunts used last Christmas in a variety of business fields.

## Chinaware

**SERENADE IN WALTZ TIME** When the KRUTH CHINA CO. looked about for the right gift wrappings for its holiday gift promotions, it did its advertising package up all in one bundle, namely, *radio*. So successful was its previous year's radio ad-campaign over KSD, St. Louis, Mo., that it abandoned newspaper advertising entirely.

With the *Serenade in Waltz Time* went the story of the KRUTH collection of china and glassware. Once-a-week Sunday afternoon quarter-hour hit the airwaves November 8. Indication that radio was no bull in the china shop: owner Ted Kruth reported unprecedented sales increases, made KSD its exclusive radio outlet.

**AIR FAX:** Old and new waltz favorites put the Kruth Co. on record.

**First Broadcast:** November 8, 1942.

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

**Preceded By:** Chicago Round Table.

**Followed By:** News Comments.

**Sponsor:** Kruth China Co.

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

**Power:** 5,000 watts.

**Population:** 1,141,593.



**COMMENT:** Here is an amazing example of the effectiveness of a once-a-week offering. Important factor in charting such a course: selection of the right time and the right program. Regardless

of the season of the year, music is almost a universal way to woo the sales muse. Sponsors who let radio single-handed do their sales jobs find that *consistency* and success go hand-in-hand.

## Department Stores

**THANKSGIVING DAY PARADE** When the tenth annual *Thanksgiving Day Parade* of toys rolled down the Baltimore, Md., streets under the HOCHSCHILD-KOHN banner, something new was added. Leading the procession of bands, high-stepping majorettes and giant toys was the WITH float to promote the sale of War Bonds and Stamps. While all of Baltimore waited for the parade to move, some 200 girls garbed in red-white-and-blue and representing WITH, sold Stamps and Bonds along the line of march. Feather in its cap: WITH's float was the only one in the parade that promoted War Bond sales.



Although the annual parade is the delight of the city, HOCHSCHILD-KOHN ran WITH spot announcements prior to the parade throughout the day and night.

**AIR FAX:** WITH's float goes to parades of all kinds, carries streamers with wording suitable for the occasion, has pushed the sale of War Bonds at *Block Parties*, stepped up navy enlistments.

**First Broadcast:** 1942.

**Sponsor:** Hochschild-Kohn Department Store.

**Station:** WITH, Baltimore, Md.

**Power:** 250 watts.

**Population:** 833,499.

**COMMENT:** Department stores have found that a bombardment of the airwaves with spot announcements makes effective promotion for sales, other special events. Showmanship-minded stations who give advertisers promotion backing find it's the winning combination.

## Music Stores

**CHRISTMAS DOLLARS** Cash registers of the TOM BERRY MUSIC Co., HOWARD CAMERA SHOP, other parti-sponsors played a merry tune of *Christmas Dollars* as listeners to the 10-week WGL feature made the rounds of shopping. Offered for the six best letters suggesting gifts for servicemen were \$17 merchandise prizes with the compliments of the six co-sponsors. *Hook*: suggestions had to be found in one of the shops of the six shopping-wise advertisers.

*Fem* announcer Rosemary offered Christmas gift suggestions, transcribed music. Newspaper ads, courtesy announcements, window cards, and a ground floor WGL window display kept the sales music box a-tinkle. Fort Wayne, Ind., listeners had the flames of Christmas spirit fanned six times a week on the 30-minute series.

**AIR FAX:** *First Broadcast:* October 19, 1942.

*Broadcast Schedule:* Monday through Saturday, 4:30-5:00 P.M.

*Preceded By:* Hop Harrigan.

*Followed By:* Music.

*Sponsor:* Tom Berry Music Co.; Parker Dress Shop; Howard Camera Shop; Anthony Wayne Lamp Co.; Levy Bros. Men's Wear; M & N Shoe Store.

*Station:* WGL, Fort Wayne, Ind.

*Power:* 250 watts.

*Population:* 117,246.

**COMMENT:** To pull mail in a letter-contest series, advertisers should give the program enough time to snow-ball returns of any real size. Especially at Christmas, listeners have to be reminded frequently, be given a real incentive for adding one more thing to an already full schedule.

## Women's Wear

**SPORTSCAST** When THE PARIS, women's ready-to-wear store, made plans to have its merchandise be-deck Fort Wayne, Ind., Christmas trees, it directed its campaign at the men who foot the bills. Store manager Dave Hutner took on sponsorship of a six-times-a-week sportscast to catch the masculine ear. It wasn't in one ear, out the other; sponsor reported this the most successful short campaign in store's history. Sports-

cast sold THE PARIS as the place to buy feminine dainties, other Christmas gift merchandise.

**AIR FAX:** Thirty quarter-hours were used in this seasonal promotion. Newspaper ads in the *News-Sentinel* promoted the series.

*First Broadcast:* November 23, 1942.

*Broadcast Schedule:* Monday through Saturday, 5:45-6:00 P.M.

*Preceded By:* News.

*Followed By:* Pleasuretime.

*Sponsor:* The Paris, Women's Wear.

*Station:* WGL, Fort Wayne, Ind.

*Power:* 250 watts.

*Population:* 117,246.

**COMMENT:** Advertisers who pick the audience they want to reach, give it the programs it prefers, don't need a rabbit's foot for successful radio results. While most sponsors of sports broadcasts have been in business lines where the product itself appealed to the man of the house, sponsor here put this interest to good use in a seasonal promotion.

## Drugs

**PARIS AGAIN** Glamour that was Paris, will be again, was the SCHIAPARELLI, PARFUME, Inc.'s bid to the Christmas stocking trade over WQXR, New York City. SCHIAPARELLI radio creation featured music authority Irving Deakin. Aroma of *Paris Again* was a blend of classical and modern French music, with just a dash of opera comique, opera bouffe, the chanson and the music-hall. While sponsor was new to radio, store displays in specialty shops, and advertising space in the WQXR monthly program booklet sent to 20,000 subscribers, helped lighten Santa's load.

**AIR FAX:** *First Broadcast:* November 17, 1942.

*Broadcast Schedule:* T-F, 9:30-9:55 P.M.

*Preceded By:* Music.

*Followed By:* News.

*Sponsor:* Schiaparelli Parfume, Inc.

*Station:* WQXR, New York City.

*Power:* 10,000 watts.

*Agency:* Lennen & Mitchell, Inc.

**COMMENT:** Christmas radio promotions don't necessarily have to center around the holiday theme. Advertiser here selected a program vehicle inseparably associated with its product to carry its seasonal sales load down the long road.



# SPECIAL PROMOTION

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

## Newspapers

**NEWCOMER'S PICNIC** War workers newly arrived in Salt Lake City, Ut., 50,000 strong, found that it wasn't all work and no play in the friendly city in name and fact. To stage what is believed to be the first of its kind anywhere, KDYL joined hands with the *Tribune-Telegram* to give the "hi!" sign to newcomers.

All-out welcome had the backing of the Salt Lake Parks Department and the Council of Women. Newspapers handled publicity and arrangements. KDYL promotion manager Myron Fox lined up ten hours of continuous entertainment, really got out the brass band to greet war workers at the *Newcomer's Picnic*: three military orchestras, bands from nearby army encampments, a host of volunteer professional talent helped keep things merry.

With the biggest spreads ever accorded radio, the *Tribune-Telegram* began to beat the drums three weeks prior to the picnic with stories and photos galore. Members from every state in the union to handle out-of-state visitor registration were rounded up by the Council of Women. Under flags from each state in the union, picnickers registered at their state booth, met old friends, made new ones. Races, ball-games, horse-shoe tournaments, checkers and story telling for kiddies were supervised by the City Parks Department.

To tap the source of war-worker talent, KDYL and the *Tribune-Telegram* sponsored a *Newcomer's Opportunity Contest*. Try-outs for any newcomer in the state since January, 1941, were held three days previous to the picnic. Over

300 made the most of the *Opportunity Contest*. Winner got a KDYL airing on the day of the picnic, appeared the following week with the KDYL orchestra over a full NBC network.

Center of attractions for picnickers was the KDYL *Fun Center*. Climax of the day's entertainment was the 50,000-voice *Singtime* aired over KDYL. Sign-off brought all the military bands throughout the park into close harmony with the playing of the *Star Spangled Banner*. Back-drop for picnickers: fire-works' display of the American Flag.

**AIR FAX:** Emcee for the war-worker, soldier newcomer's *shindig* was Sergeant Emerson Smith, USMC, former KDYL program director.

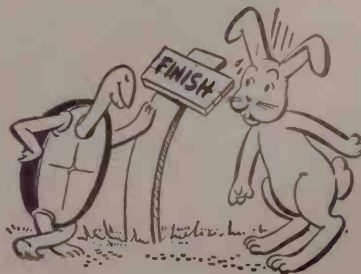
**First Broadcast:** July 18, 1943.

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

**Power:** 5,000 watts.

**Population:** 238,506.

**COMMENT:** Here is indication of the pulling power of two powerful media working in close harmony. For just such public service gestures will radio and its advertisers be remembered by a grateful public at war's end. Such civic enterprises benefit all advertisers. share-and-share-alike, are gilt-edged listener securities on a long term basis. (For pic. see *Showmanscoops*, p. 346.)





# SHOWMANSCOOPS

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

## From One Small Offer

● KDKA girls sort and chart 38,262 replies from 39 states to the offer of the DUQUESNE BREWING CO. (For story, see *Proof O' the Pudding*, p. 354.)



## Still the Wonder Grew

● Below . . . and still the wonder grew! One among 50,000 is the out-of-state soldier at the KDYL-Tribune-Telegram Newcomer's Picnic. (For story, see *Special Promotion*, p. 345.)



## Question Popped

● *Right . . . Western Farm Life Magazine and KOA staff members had something to smile about. Birthday cake celebrates the nineteenth anniversary of the Farm Question Box program. (For story, see Proof O' the Pudding, p. 356.)*



● *Below . . . Salting down listeners for winter via home canning demonstrations is the PHILADELPHIA ELECTRIC CO. Listeners get instruction and demonstration. (For story, see Showmanship in Action, p. 349.)*



## All's Well

● *Right . . . I. F. LAUCKS, INC., officials Look to the Future. Al Amundsen, supervisor and director of the show (behind turntable) is shown with John Mallow, commentator, (seated at table) and members of the cast. (For story, see Airing the New, p. 351.)*





# SHOWMANSHIP IN ACTION

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

## Amusements

**CHILDREN'S HOUR** Longfellow to the contrary, the *Children's Hour* is not between the dark and the daylight in Kingston, N. Y. It's at 11:30 A.M.! Every Saturday morning, rain or shine, the nippers bee-line it for WKNY for a half-hour show of their own making where embryonic Cornells, Hopes, and Flagstads tread the boards.

What keeps them on their toes are prizes offered by the four sponsors as determined by audience post card vote. To winners go books of local Carnival tickets for child and guardian; a three months scholarship for piano, voice or organ; colored mounted photo of child; a quart of strawberry milk each day for a week. Since child winner is interviewed on next broadcast about sponsor-given prize, STERLY FURRIERS, CANRIGHT'S MILK, SPRING LAKE SWIMMING BEACH and SINGER SEWING MACHINE Co., get double personal plugs.

**AIR FAX:** Scripter Sophie Miller emcees the show, sandwiches in bits of news about parks and playgrounds, youngsters who have made good behind the footlights, *et al.* Station announcer handles the commercials.

**First Broadcast:** May, 1943.

**Broadcast Schedule:** Saturday, 11:30 A.M.

**Preceded By:** Ration Board News.

**Followed By:** News.

**Sponsor:** Sterly Furriers; Canright's Milk; Spring Lake Swimming Beach; Singer Sewing Machine Co.

**Station:** WKNY, Kingston, N. Y.

**Power:** 250 watts.

**Population:** 30,000.

**COMMENT:** Plenty of prizes, giveaways, other things of that nature, are

vital to the continued success of most amateur shows. When such rewards tie-in with sponsor's merchandise, advertiser has an additional opportunity to put across his commercial message.

## Dairies

**PATTI PAGE** Like Mohammed who went to the mountain, *Patti Page* doesn't wait for her KTUL listeners to come to her. While program-wise, the PAGE EVAPORATED MILK Co.'s thrice weekly offering is a not-so-different informal bit of musical entertainment, its promotion-wise hooks grab up a heavy load of good will for PAGE.

While *Patti Page*, *Her Songs* and *Her Piano* provide a tuneful earful, *Patti* doesn't let the matter drop there. Tunester Page pays friendly calls on Tulsa, Okla., grocery stores every week day, carries with her postal cards on which customers may jot down musical request numbers. Glad-hander Patti introduces herself to customers and store people, gathers bits of information about them, in general, does an unobtrusive job of selling PAGE MILK. While the gesture is not designed for direct store sales, it does provide shoppers with information about product and program.



**AIR FAX:** Songs of the past and today's hit tunes come out of the musical grab bag.

**First Broadcast:** July 31, 1943.

**Broadcast Schedule:** T-Th-S, 5:15-5:30 P.M.

**Sponsor:** Page Evaporated Milk.

**Station:** KTUL, Tulsa, Okla.

**Power:** 5,000 watts.

**Population:** 147,961.

**COMMENT:** Here is an angle that builds both dealer enthusiasm and consumer interest at the same time that it builds an ever larger listening audience for sponsor's program.

SAMPLE SCRIPT AVAILABLE.

## Manufacturer

**FARNSWORTH FIRING LINE** Amicable relations between war industry and armed forces is the goal of the FARNSWORTH Co. and WGL, Fort Wayne, Ind.,



in a new party game show aired from downtown Servicemen's Center. Every Thursday at 8:30 P.M., the FARNSWORTH Co., makers of wartime radio equipment, put servicemen and women on the *Farnsworth Firing Line*.

To create friendly understanding, the Labor-Management Committee selects at each broadcast a FARNSWORTH employee to act as host or hostess. Those who face the *Farnsworth Firing Line* go down in defeat, or rise to glory in a combination dart-throwing, question-and-answer contest. Contestant scores what he can on the target, gets double the point value for a correctly answered question. Some 300 in uniform come weekly to watch the fun. Dollar antes from the \$25 kitty make sense.

**AIR FAX:** Program is emceed by Paul Roberts. Bob Sherman does the commercial stint.

*First Broadcast:* June, 1943.

*Broadcast Schedule:* Thursday, 8:30-9:00 P.M.

*Preceded By:* Rationing News.

*Followed By:* Jimmy Durante.

*Sponsor:* Farnsworth Corp.

*Station:* WGL, Fort Wayne, Ind.

*Power:* 250 watts.

*Population:* 125,000.

**COMMENT:** Excellent morale builders both among the armed forces and among civilians are broadcasts of this kind. A tribute to the versatility of the quiz show are the many wartime uses to which it has been put.

## Public Utilities

**CANNING FOR VICTORY** After the Victory Garden, what? To many a housewife, the problem was what to do next with sundry foodstuffs. While the spirit is willing, the how and when of *Canning for Victory* is so much Greek to many a modern woman. To revive the fine art was the purpose of *Zella Drake Harper* and the PHILADELPHIA ELECTRIC Co., Philadelphia, Pa.

Members of the radio studio audience get visual as well as oral instruction in an all-electric kitchen. Telling them how is canning expert Grace Carey, of

the PHILADELPHIA ELECTRIC, other canning experts from the sponsor's kitchens.

Members of the studio audience follow the entire canning procedure from fruit and vegetable preparation to jar labeling. Door prizes create an additional flurry.

While at the outset of the weekly series there was a come one-come all invitation, after the fifth demonstration it was necessary to issue tickets to limit the crowds. Recipe leaf-

lets gave studio audiences something by which to remember PHILADELPHIA ELECTRIC.

**AIR FAX:** A radio personality for over 20 years, *Zella Drake Harper* returned to the air this summer with bits of philosophy, poetry, other items to appeal to the esthetic side. News of women prominent in public life, campaigns for the Red Cross, War Manpower Commission, others, are also a part of the format. To listeners goes a cash prize for the best daily *Helpful Household Hint*. Celebrities are also bowed in for interviews. Her current program is sold on a cooperative basis to six non-conflicting accounts. Direct mail campaigns, newspaper ads, et al are being used to groom the show for its fall season. Builders for the future consist of two participating sponsors, three others signed for fall business.

*First Broadcast:* June, 1943.

*Broadcast Schedule:* Monday through Friday, 9:00-9:30 A.M.

*Sponsor:* Philadelphia Electric Co.

*Station:* WIBG, Philadelphia, Pa.

*Power:* 10,000 watts.

*Population:* 2,081,602.

**COMMENT:** Rome wasn't built in a day, but with adequate merchandising and promotion, listeners can be. With an established radio personality, plenty of *hoop-la*, the advertiser who takes on a newly established woman's program may profit from its very newness. (For pic, see *Showmanscoops*, p. 347.)

A Friend in Need!

### SAM ADAMS, YOUR HOME FRONT QUARTERMASTER

Educational, 95% Entertainment  
New . . . Current . . . Timely

- Sponsored on 80 stations in its first month . . . local bakers, dairies, food brokers, bottlers, others who sell through grocers.
- Transcribed dramatizations of the typical American grocer and his current food problems are recorded three times a week, a week in advance of actual broadcast, with a time range of several years.
- Network cast . . . excellent production . . . first rate scripts . . . lots of merchandising tie-ins . . . the greatest food idea ever available in radio!

Write or Wire Today

HARRY JACOBS PRODUCTIONS

130 West 42nd St.

New York 18, N. Y.



## AIRING THE NEW

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

### Department Stores

**HIGH SCHOOLS ON PARADE** While time may dim youthful enthusiasm for the old school colors, business survival is based on this self-same loyalty. In Oakland, Cal., the H. C. CAPWEL Co. unfurls its colors over KROW. Its standard bearer: *High Schools on Parade*.

When two University High School students wrote up a sample script, set out to peddle the show, they didn't have far to go. CAPWELL's took its place at the head of the parade, has been on the march for two and a half school years.

During the first series, outstanding students in some twelve Bay area schools were interviewed. With the second series, *High Schools on Parade* took on a new formation. Added were two additional schools. From straight interviews to four different types of shows each month became the order of the day; a play presented by one school, interviews with prominent students in one hall of learning, favorite high school records determined by a poll in a single school, and a high school news program featuring news from each of the 14 schools give the series four changes of costume. Students write their own commercials, give CAPWELL's advertising department a vacation.

With no outside help other than the supervision of an English teacher, six students have in turn had the responsibility of producing and directing the show. Each semester the Board of Education gives its consent for the broadcasts. That CAPWELL's gets around is indicated

by the fact that at least 200 students from 14 different high schools have had their big moments before the microphone. Expenses involved in program presentation come out of the CAPWELL sock.

**AIR FAX:** *First Broadcast:* 1940.

*Broadcast Schedule:* Monday, 4:45-5:00 P.M.

*Preceded By:* Dance Matinee.

*Followed By:* Western Rangers.

*Sponsor:* H. C. Capwell Co.

*Station:* KROW, San Francisco-Oakland, Cal.

*Power:* 1,000 watts.

**COMMENT:** With a broadcast of this kind, the advertiser gets the backing and support not only of the children, but also of their parents and teachers. At one and the same time it maintains established customer loyalties, also builds for the future.

### Drug Stores

**EVERYBODY'S BOOK** While tastes in literature change with the times, for centuries the one book that has been *Everybody's Book* is the Holy Bible. In Jacksonville, Fla., WMBR turns its pages five times weekly. One short thought from the Good Book opens the program, is followed by a four line poem in the same vein. Music selected from the transcribed religious library gives listeners musical sustenance. Between musical numbers, listener-sent Bible verses are read. Program concludes with a 20 second *Prayer for Today*.

For 26 weeks, CHELF's DRUG STORE officiated at the quarter-hour services. Commercials in keeping with program tone were built along the lines of trust and integrity of its prescription department.

**AIR FAX:** *First Broadcast:* February 1, 1943.

*Broadcast Schedule:* Monday through Friday, 10:00-10:15 A.M.

*Preceded By:* Sing Along.

*Followed By:* You Can't Lose.

*Sponsor:* Chelf's Drug Store.

*Station:* WMBR, Jacksonville, Fla.

*Power:* 250 watts.

*Population:* 173,065.

**COMMENT:** Simplicity is an important factor in the success of this offering. Religious programs created along non-

denominational lines have been particularly successful in rural communities, also find their audience in metropolitan areas.

## Groceries

**MODERN KITCHEN** While science has perfected the *Modern Kitchen*, the woman behind the apron must be as modern as her equipment, if her kitchen is going to be modern in fact as well as in name. *The angle:* not heavy-handed technical talk about foods, but the interpretation of the new science of cooking; the fun, enjoyment, and above all, the advantages of these changes in cooking. With that as her *credo*, Mildred Bailey dishes up everything from soup to nuts on the WTAG program for Worcester, Mass., culinary queens.

While on programs of this kind participating sponsors usually direct the band wagon, this show is bankrolled by a single sponsor, BROCKELMAN BROTHERS, owners of three of Worcester's largest grocery markets, on a 52-week basis. BROCKELMAN's help merchandise the show by publicity in their newspaper ads.

**AIR FAX:** *Soup's on* at 8:30 A.M., three times a week.

*War-time entree:* balanced diet angle is stressed as a war-time aid, and down-to-earth recipes are passed on to listeners. *Listener's salad:* on special occasions, home economist Bailey reviews traditional foods, tells listeners how to achieve food specialties beyond the every-day staff-of-life variety.

*First Broadcast:* December 2, 1941.

*Broadcast Schedule:* Monday, Wednesday, Friday, 8:30-8:45 A.M.

*Preceded By:* Music.

*Followed By:* Music.

*Sponsor:* Brockelman Brothers.

*Station:* WTAG, Worcester, Mass.

*Power:* 5,000 watts.

*Population:* 193,694.

**COMMENT:** Food advertisers without number have got plenty of gravy from participating programs based on this same format. That the same show may work equally well for a single business is sponsor's experience here.

## Manufacturers

**LOOK TO THE FUTURE** At war's end, people may well live in glass houses,

dare to throw stones. Wartime necessity has stepped up inventiveness. Later it will be geared to civilian needs. No pipe dreams are the miracles of science promised for the future. To lay the ground work for the world of tomorrow, I. F. LAUCKS, INC., manufacturing and research chemists of Seattle, Wash., bring KIRO listeners a preview of the new tomorrow made possible by research today. Audience is invited to "Look to the future with Laucks and look to Laucks for leadership through research."

Those who *Look to the Future* are tipped off on the job science is doing in today's world. While dramatic tribute is paid to men of science everywhere, particular tribute is paid to unsung heroes of the laboratory who live and work in the Pacific Northwest. Facts about wartime camouflage, rubber research in Russia, new developments in glass, progress in plastics, *et al*, give listeners an inkling of amazing developments that will be put into everyday use after the war.

While LAUCKS is the world's largest manufacturer of water-proof and weather-resistant glue, the broadcast series is designed not to advertise its consumer products but to create good will for its research organization.

**AIR FAX:** Production manager and continuity head

Al Amundsen, built the format, acts as supervisor and director of the show. Scripter Amundsen works in close contact with Laucks to keep scripts up-to-the-minute with news releases on scientific discoveries. All information is released only with official permission.

Format is built around two commentators. Voices and sound effects are used for relief and color in production.

*First Broadcast:* April 27, 1943.

*Broadcast Schedule:* Tuesday, 9:45-10:00 P.M.

*Preceded By:* Human Side of the News.

*Followed By:* News.

*Sponsor:* I. F. Laucks, Inc.

*Station:* KIRO, Seattle, Wash.

*Power:* 50,000 watts.

*Population:* 452,637.

**COMMENT:** Network success with dramatizations of the world of science indicate that there is a responsive audience for what is a relatively undeveloped field in the realm of program content. (For pic, see *Showmanscoops*, p. 347.)

SAMPLE SCRIPT AVAILABLE.

## Manufacturers

**TOWN & GOWN QUIZ** When town and gown meet for a half-hour mental battle over WHCU, all of Ithaca, N. Y., listens in. Members of the Cornell University faculty lock horns with business and professional men in a fight-to-the-finish quiz program. At stake are one dollar War Stamps. On the side-lines are the CAYUGA MOTORS CORP., and the CAYUGA PRODUCTS CORP. As a public service gesture, CAYUGA took on sponsorship of the *Town and Gown Quiz* to publicize various important phases of community service. *Example:*

"Cayuga Motors Corporation presents this program on behalf of those community activities which make our town a better place in which to live. Tonight's program is presented in the interest of the Girl Scouts."

Questions for the most part deal with current events, biblical themes, history, music and sports. If the question proves a stumper for the experts, listener who dreamed it up gets one dollar in War Stamps, a chance at the 25 dollar War Bond grand prize for the most interesting question sent in during a given interval of time. Staff musicians play the musical questions. A brief talk given by a representative of a community enterprise divides the program.

Community enterprises to which tribute has been paid by CAYUGA president, Robert E. Treman: Second War Loan Drive, the Y.M.C.A., Southside Community Center, Tompkins County Tuberculosis and Public Health Association.

**AIR FAX:** Position of quizmaster rotates among the regulars who make up the panel. On each program, *Town and Gown* is represented by two regulars, one guest expert. Program director Joseph A. Short acts as intermediary, judge and announcer.

*First Broadcast:* February 7, 1943.

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

*Preceded By:* News.

*Followed By:* Sergeant Gene Autry.

*Sponsor:* Cayuga Motors Corp., and Cayuga Products Corp.

*Station:* WHCU, Ithaca, N. Y.

*Power:* 1,000 watts.

*Population:* 21,147.

**COMMENT:** *Eventually—why not now?* might well be the theme song for adver-

tisers who will lay the ground work for the postwar period. Today, there is no better starting point than a genuine public service gesture.

## Men's Wear

**MISTER MYSTERY** Erie and on the whodunit side are the half-hour dramas heard each Sunday on WFIL for the PARISIAN TAILORS, Philadelphia, Pa. And just as PARISIAN TAILORS specializes in custom tailored clothes, so its radio offering is custom tailored, with Henry Klein of the PHILIP KLEIN ADVERTISING AGENCY scripting the show. Current pattern is cut to fit the spy, espionage and sabotage cloth.

As close to the opening as possible, listeners get in on a murder, with the build-up on the solution and suspense of another murder. With the show divided into two acts, sponsor injects a commercial before each act and at the end of the second to promote its custom tailoring and ready-made clothes. Current plans: to inject a minute spot at the end of the programs in which *Mister Mystery* moralizes on the effects of rumor, sabotage, et al.

With a hollow, remote effect in the oily manner, *Mister Mystery* introduces each act, appears in two other spots to heighten the horror and mystery angle. The man of mystery does not himself enter into the story.

**AIR FAX:** Newspapers plugs, car cards and announcements plug the show. Musical themes and bridges are by transcription. A cast of four or five, plus an announcer handle the program.

*First Broadcast:* March 2, 1941.

*Broadcast Schedule:* Sunday, 12:00-12:30 P.M.

*Preceded By:* News.

*Followed By:* To the President.

*Sponsor:* Parisian Tailors.

*Station:* WFIL, Philadelphia, Pa.

*Power:* 1,000 watts.

*Population:* 2,081,602.

*Agency:* Philip Klein Agency.

**COMMENT:** Advertising sleuths anxious to track down the best method of keeping the cash register ringing have found that Sherlock Holmes and his ilk are good audience builders, equally good sales builders, both in the network and in the local field. Where original scripts

are out of the question, ample choice is available in the syndicated market, both in script and transcribed form.

## Opticians

**VOICE OF VISION** Tremendous sales of biographies based on the lives of scientists, inventors, doctors, other men of vision whose work has opened the eyes of the world proves that truth is stranger than fiction, may be even more gripping to the reader. Giving flesh to the sum and substance of the lives of such men is the L. N. HUFF OPTICAL Co., Atlanta, Ga., via WGST.

Once a week, Sunday listeners hear *The Voice of Vision* bring to dramatic life those whose contributions to science have given them a place in the sun. Locally produced, this live-talent dramatization is scripted by production manager Donald C. Naylor.

Tie-in for the L. N. HUFF OPTICAL Co.: sponsor appears in person on each program with a tie-in commentary on the science of optics and its relation to life today. Radio plugs, direct mail and newspaper ads make certain that *The Voice of Vision* does not fall on deaf ears.

**AIR FAX:** First Broadcast: February 7, 1943.

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

**Preceded By:** We the People.

**Followed By:** Crime Doctor.

**Sponsor:** L. N. Huff Optical Co.

**Station:** WGST, Atlanta, Ga.

**Power:** 5,000 watts.

**Population:** 360,692.

**COMMENT:** Personal appearance of the sponsor here helps the advertiser identify the program vehicle with his business and services. Businesses who offer the public personalized services have generally been successful in the use of the personalized message via radio.

## Women's Wear

**NEWSCAST** With war draining the nation's man power, a woman's place is no longer exclusively in the home. Women are fashioning a new place for

themselves in what was largely a man's world. Keeping abreast with the times is the ARCADE FASHION SHOP, Winston-Salem, N. C.

Six times a week owner I. Eisenberg presents over WSJS a five-minute round-up of news at 6:55 P.M. Presented purely for civic purposes, the program is bone-dry of commercial copy. While opening and closing credit lines for ARCADE FASHION are used, commercial time is given over to community enterprises. When the *Retailers for Victory* campaign was set off in July, ARCADE FASHION lighted the fuse for RETAIL MERCHANTS ASS'N., gave the public details of the drive, urged it to buy more War Bonds and Stamps. In the three years the program has been on the air, it has rolled up its sleeves for the Lions Clubs, Junior Chamber of Commerce, Salvation Army, Junior League, Y.M.C.A., Civilian Defense Corps, American Legion, Red Cross, countless other too-numerous-to-mention organizations.

**AIR FAX:** First Broadcast: 1940.

**Broadcast Schedule:** Monday through Saturday, 6:55-7:00 P.M.

**Sponsor:** Arcade Fashion Shop.

**Station:** WSJS, Winston-Salem, N. C.

**Power:** 5,000 watts.

**Population:** 79,815.

**COMMENT:** Offering here not only keeps the public news-fed but also materially aids civic and community enterprises. Such double-bareled service records are short cuts to public respect and confidence. Such public service activities are also guide posts to the successful advertising campaign of the future.





## PROOF O' THE PUDDING

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

### Automobiles

**STUDEBAKER WAR COMMENTARY** What it takes to make Wheeling, W. Va., listeners sit up and take notice, the **STUDEBAKER CORPORATION** has! Telephone survey over a seven day period revealed that at 7:05 P.M., 50 per cent of the sets in use were tuned to **WWVA**! Remainder were spread out over eight other stations. Runner-up station was outnumbered by two and one-half times! Almost all telephone guinea pigs were familiar with the program, had listened from time-to-time.

Program consists of two **PRESS ASSOCIATION** **TELESCRIPTS**, *Between the Lines* and *Freedom's Hero*, plus a one-minute news summary opener. *Between the Lines* with the **STUDEBAKER CORPORATION**: sponsor has no automobiles for sale, and advertising has been mainly institutional, service and war effort continuity.

**AIR FAX:** All news material is off the Press Association wire. Walt Turner presents the one-minute war news summary.

*First Broadcast:* October 12, 1943.

*Broadcast Schedule:* M-W-Th-F, 7:05-7:15 P.M.

*Preceded By:* Victor Borge.

*Followed By:* Local.

*Sponsor:* Studebaker Corp.

*Station:* WWVA, Wheeling, W. Va.

*Power:* 50,000 watts.

*Population:* 73,974.

*Agency:* Roche, Williams & Cunningham, Chicago, Ill.

**COMMENT:** Well-written scripts plus ease of production are two telling factors in favor of programs prepared by the news services. Here is an example of how what may be sauce for the big

national advertiser is also sauce for the local sponsor with a limited budget.

### Beverages

**WAR AND RATION NEWS** Time was when the weather was the favorite topic of conversation. Today, *War and Ration News* get the place of honor. More to be treasured than rubies are the family ration books. When the **DUQUESNE BREWING Co.**, Pittsburgh, Pa., offered free a handy ration book holder over **KDKA**, three other Pittsburgh stations, it found in jig-time where the arrow that was its program offering had fallen to earth. Offer made 37 times over **KDKA** drew 38,092 requests from 39 states and Canada.

**AIR FAX:** Newscaster Don Hirsch presents the daily week-day ten-minute feature.

*First Broadcast:* February 15, 1943.

*Broadcast Schedule:* Monday through Saturday, 11:05-11:15 P.M.

*Preceded By:* News.

*Sponsor:* Duquesne Brewing Co.

*Station:* KDKA, Pittsburgh, Pa.

*Power:* 50,000 watts.

*Population:* 1,072,545.

*Agency:* Walker & Downing Agency.

**COMMENT:** Advertisers find that giveaways provide an invaluable check on listener appeal, also perform a variety of other useful functions. All to the good are merchandising techniques of this kind which tie-in with radio advertising. (For pic, see *Showmanscoops*, p. 346.)

### Department Store

**MYSTERY CHEF** Very much to the point today are pointless meal recipes, other menu stretching tips to simplify the wartime cooking problem. Cooking with gas for its **WGAC** listeners in Augusta, Ga., is **SAXON-CULLUM, INC.**, Augusta, Ga., department store. Five times a week, the *Mystery Chef* takes the mystery out of the housewife's current headache. Recipes and cooking hints are the stock-in-trade of this Blue Network offering.

That what has ear appeal also has **SAXON-CULLUM** appeal is the conviction

of admanager Harmon Taylor. Printed copies of *Mystery Chef* recipes are offered listeners as a store traffic builder. The take: 300 per week.

**AIR FAX:** Transcribed commercials are done by the *Mystery Chef* himself, are cut into the network at the proper point. Newspaper space and store cards back up the radio offering.

**First Broadcast:** February 15, 1943.

**Broadcast Schedule:** Monday through Friday, 2:15-2:30 P.M.

**Preceded By:** 1240 Club.

**Followed By:** News.

**Sponsor:** Saxon-Cullum, Inc.

**Station:** WGAC, Augusta, Ga.

**Power:** 250 watts.

**Population:** 65,919.

**Producer:** Blue Network.

**COMMENT:** Since store traffic is the basis for successful department store merchandising, a right-of-way must be maintained for it. Properly used, radio can be a three-lane highway to increased sales volume.

## Dry Cleaners

**LILLIAN** When OPA froze prices, it looked as though **MISSION CLEANERS**, San Bernardino, Cal., was being taken to the cleaners. During depression years its three stores had developed a *Thrifty Clothes Cleaning Service* at 69 cents per suit. Labor costs, rising material prices, other wartime business headaches put **MISSION** behind the eight-ball. Since *Thrifty Service* did not include repairing rips and tears, sewing on buttons and putting the needle to frayed cuffs, the 69 cent price had to stick.

**MISSION** owner Ray Waitman had an idea. Via a *De Luxe Service* which did include repairs and button replacement, plus a second and third cleaning when necessary, he could get out from under

that 69 cent bug-a-boo. To sell the public on the new service, **MISSION** went on a jaunt *All Around the Town with Lillian*, traveled in style over **KFXM**. It was a successful trip. **MISSION** now gets one dollar on about 85 per cent of its cleaning business. Only a few customers still cling to old *Thrifty*.

**AIR FAX:** No reader of recipes, no crusader nor beauty tipster is *Lillian*. Her function is to report activities of local women. Names and more names of women prominent in P.T.A.'s, churches, clubs and social groups are her stock-in-trade. While she sells paints, dry cleaning, shoes and Coca Cola with equal ease, she draws the line at reading commercials as written by sponsors. Instead, she presents the copy in the way that women want to hear it. Evidence that she knows whereof she speaks: the **ROWE SHOE STORE** used *Lillian* to introduce a health shoe, found that *Lillian* was the fairy god mother of magic slipper fame. Charm still worked when **ROWE** turned to *Lillian* to introduce its customers to **I. MILLER** quality shoes.

Each participating sponsor is given two one-by-five inch newspaper ads in both local daily newspapers each month to plug program, sponsor and product.

**First Broadcast:** February 1, 1943.

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

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Mission Cleaners, Rowe Shoe Store, others.

**Station:** KFXM, San Bernardino, Cal.

**Power:** 250 watts.

**Population:** 43,646.

**COMMENT:** While war news has crowded most of the local news out of daily newspapers, news of local events are still important to the average person. While radio programs based on this attraction have always had sizeable audiences, their attraction becomes even greater as such news disappears from the local sheets.

## Furriers

**FARMER RUSS** Not unlike his city cousin in likes and dislikes, Farmer Joe wants music and news with his meals, snaps on the radio before he sits down to breakfast. In Boston, Mass., *Farmer Russ* gives him transcribed music seasoned with ad-lib comment in a full-hour show. Mail count: approximately 1,000 a week! Current sponsors include **FRANCINE FUR STUDIOS**, **AMERICAN SCHOOL**, **SHEA CLEANSERS** and **SUMMERFIELD'S FURNITURE CO.**

**AIR FAX:** Newspaper ads, courtesy announcements and brochures plug the early morning riser.



First Broadcast: January 12, 1938.

Broadcast Schedule: Monday through Saturday, 7:00-8:00 A.M.

Preceded By: Music.

Followed By: Music.

Sponsors: Francine Fur Studios; American School; Shea Cleansers; Summerfield's Furniture Co.

Station: WCOP, Boston, Mass.

Power: 5,000 watts.

Population: 1,924,642.

**COMMENT:** As far as a family life is concerned, the farmer's wants and desires are on a level with those of his city cousin. Not to be underestimated is the appreciative qualities and purchasing ability of farm families in the field of selective merchandise.

## Groceries

**MUNICIPAL COURT** To court customers, MONARCH FINER FOODS and the LION STORE take heads and tails on daily appearances in the Dayton, O., *Municipal Court*. While the city fathers don't permit sponsorship of the program itself, MONARCH and LION's have consistently broadcast messages before and after each program.

Broadcast over WHIO is a review of cases called before *Municipal Court* the previous day. Defendants, lawyers, and judge are portrayed in reviews at 8:30 A.M. and again at 10:45 A.M., Monday through Friday. Broadcast material consists of a copy of the court record as taken down by court stenographer. Members of the WHIO staff take the parts of those who weigh the scales of justice. On the docket for LION's and MONARCH: six years of heads and tails sponsorship.

AIR FAX: First Broadcast: 1937.

Broadcast Schedule: Monday through Friday, 8:30-8:45 A.M., 10:45-11:00 A.M.

Station: WHIO, Dayton, O.

Power: 5,000 watts.

Population: 225,609.

**COMMENT:** Rich in the stuff of which drama and human interest are made are cases which appear before the courts.



Program here allows for a smooth performance, since court records can be edited, dramatic moments built up.

## Magazines

**FARM QUESTION BOX** A lot of water has gone over the dam since *Western Farm Life Magazine* began to pull the questions out of its KOA *Farm Question Box*. Once weekly since 1925, come Christmas, Thanksgiving, Fourth of July, or what have you, the editors of *Western Farm Life* have produced the answers to the questions of their farmer friends. During its 18 years, nearly 39,000 questions have been dropped into the *Farm Question Box*. Answers to 9,000 have been broadcast.

The second oldest program of its kind on the air, the *Farm Question Box* is filled with queries from Canada and Mexico, Virginia and Minnesota. Its heaviest load comes from Colorado, Nebraska, Wyoming, Montana, Utah, New Mexico and Kansas. When 18 years ago, a farmer in eastern Colorado asked what would kill grasshoppers, he started a chain of queries that has kept the postman busy ever since.

AIR FAX: First Broadcast: July 9, 1925.

Broadcast Schedule: Saturday, 6:45-7:00 A.M.

Preceded By: Time and Tempos.

Followed By: Denver Post News.

Sponsor: Western Farm Life Magazine.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

**COMMENT:** Service programs of this kind offer a splendid opportunity for advertisers who want to tap the farm vocational market. Important in reaching this audience is the selection of the right time. Since the program here builds the magazine with its subscribers, it represents a rich harvest for both radio and magazine advertisers. (For pic, see *Showmanscoops*, p. 347.)



# WHAT THE PROGRAM DID FOR ME

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



## Drug Products

**ALMANAC OF THE AIR** "This year, because of paper shortage, and difficulty of obtaining help, MILES LABORATORIES, INC. did not issue its regular almanac which we have published every year since 1901. The last few years we printed and distributed around nineteen million copies, about half of which were mailed to R.F.D., and the others were distributed house to house. It was a question of getting something to replace this almanac, and we tried out several different ideas.

"The *Almanac of the Air* on the radio, and 56 and 28 line ads in a group of magazines, seemed to give us the best results. This experimental work was done last year. This year we used the money formerly devoted to almanacs and booklets in these two media. The message requires only one minute and only from 20 to 30 seconds are devoted to the advertising plug."

**H. S. THOMPSON**  
*Advertising Manager*  
*Miles Laboratories, Inc.*  
*Elkhart, Indiana*

**AIR FAX:** One minute series is heard on the Keystone Transcription Network.

*First Broadcast:* November 30, 1942.

*Sponsor:* Miles Laboratories, Inc.

*Station:* Keystone Broadcasting System.

**COMMENT:** Regular dosages of radio are just what the sales doctors order. To assist this medication with plenty of muscular exercise in merchandising and coordinated sales helps is almost a sure cure for lagging sales. Important in the cure is the proper diagnosis of the market. Advertisers who keep a finger on the pulse of listener likes and dislikes don't need a headache powder.

## Men's Wear

**ARK VALLEY BOYS** "In setting up our budget for the fall season, KFH will again play an important part in our advertising program. From time to time we will change the character of our commercials to fit the ever changing business trend, but for the most part we will continue our policy of using mostly institutional advertising.

"The fact that more and more customers come to our store to shop, and mention having listened to our program proves to us that the *Ark Valley Boys* are really doing a job for us. The present set-up suits us, so we will continue without change."

**I. K. EDSALL**  
*Manager*  
*Harvey Bros., Inc.*  
*Wichita, Ka.*

**AIR FAX:** Commercials are written by Graeme Fletcher, read by M. C. (Puny) Hawkins.

*Broadcast Schedule:* M-W-F, 7:15-7:30 A.M.

*Preceded By:* Dr. Hess & Clark.

*Followed By:* News.

*Sponsor:* Harvey Bros., Inc.

*Station:* KFH, Wichita, Ka.

*Power:* 5,000 watts.

*Population:* 183,000.

**COMMENT:** To give the commercial message the kick of an Arkansas mule, sponsor here wisely hammers away at one point. Pace setters in the advertising world determine in advance just what points are to be put across.





**A Sack Full  
of Xmas  
Profits!**

**"CHIMNEY CHATS WITH  
MRS. SANTA CLAUS"**

*A Tested 25-day Promotion  
for the Toy Department of*  
**YOUR LOCAL DEPARTMENT STORE**

**25 COMPLETE SCRIPTS**

*Prices Start at \$50.00  
for Complete Series*

- Takes only one announcer and a woman's voice.
- Excellent merchandising hooks, three of them!
- Costs nothing to produce.
- Brings outstanding results.



Write now for sample script and details of highly successful run for large St. Paul store. Show can also be used for any other type store selling Xmas toys! Kids love it!

*New, novel, easy to  
sell! Let us give you  
the complete story!*

Write

**SHOWMANSCRIPTS**

**ROOM 201**

**1004 Marquette, Minneapolis 2, Minn.**



**JOHNNY  
ON THE SPOT**

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

**BUT ONCE A YEAR**

While *holidays* may describe the peacetime Christmas season, war effort hinges upon all-out effort during every season of the year. No exception is the time of mistletoe and holly. When WIND, Chicago, Ill., received a call from the Gary, Ind., FEDERAL EMPLOYMENT SERVICE that 300 boys were needed for special war work in a steel mill, announcements were on the air in the wink of an eye. *Donder* and *Blitzen* couldn't have done better. After eight announcements, plenty of creatures were stirring: by next morning, more than 400 boys reported for work. What FEDERAL, others on the search for workers reap with vacation-time pleas: willing workers from the high school ranks.

**CHRISTMAS SHOPPING DAZE**

Time was when no one gave a thought to Christmas until the Thanksgiving festive board was cleared. War changed all this. Men scattered to the four winds became the first and major assignment for those anxious to give St. Nicholas a hand.

To help the Christmas shopper with friends and relatives in the armed forces meet the early post-office mailing deadline, the W. J. PETTEE Co.'s seven hardware stores in Oklahoma City made it an *airy Christmas*. Spot announcement campaign over KOMA to reach the prospective Christmas shopper featured a complete line of Christmas gifts. Day and night spots were used in this "*come early and avoid the rush*" Christmas series.



## NEXT MONTH

**GEO. EDWARD CREADON**, general manager of the STANDARD BREWING Co., Cleveland, O., keynotes an outstanding success story in radio advertising and merchandising with this formula: good taste in product and in advertising.

**WESTON HILL**, president of HILL ADVERTISING, INC., New York City, applies selling principles applied in the school of hard knocks to radio. It's *The Dark Side of Nighttime Radio*.

**FRED B. PROVOL**, manager of the HUDSON BAY FUR Co., Salt Lake City, U., lauds radio, the flexible fur salesman, points with pride to a long record of successful radio.

Plus Tested Programs and Promotions You Can Use in Your Own Business



*DIRECT HITS*

**S**

**SERVICE TODAY — PROFITS TOMORROW!** Only from radio does the advertiser get direct and immediate credit for public services rendered!