



ARCH 1944

25c

50c in CANADA

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*Red Devil needs only a minute* (p.81)



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## **11 TESTED PROGRAMS FOR BUSINESSMEN**





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**NEXT MONTH**

OLIVER ELLIOTT, director of employee relations, CESSNA AIRCRAFT Co., Wichita, Ka., points with pride to 100 consecutive weeks on the air over KFH. Evidence that the program has what it takes: its selection as one of the 100 best advertising ideas of 1942, the only radio program so rated by *Forbes Magazine*.

ROBERT KANEEN, president of the CHRISTOPHER CANDY Co., Los Angeles, Cal., presents a story with a moral, points out the value of even a small advertising expenditure when concentrated on a powerful medium.

GEORGE M. OLSON, owner of CAL-MENSON'S CLOTHING STORE, Montevideo, Minn., doubled his advertising budget to include radio, now reports a steady flow of business from at least 15 of the 31 counties served by KWLM.

JOHN STUART, JR., QUAKER OATS ad-manager, feels strongly about CHEX's *Home Folks Hour*, claims it has been instrumental in upping Peterborough, Ont., business from practically nil to over a quarter of a million dollars.

Say you saw it in RADIO SHOWMANSHIP . . . please—

*A Peek at the Future!*

IT'S RADIO'S HOTTEST LITTLE SCRIPT SHOW

**"Future Unlimited!"**

Now Running on 16 Stations

Preview news from America's greatest manufacturers

Escapist Entertainment

The low-down on post-war miracles to come, with a little Free Enterprise mixed in

<p style="text-align: center;"><b>SUITABLE FOR ANY TYPE SPONSOR</b></p> <p>Easy to produce—all you need is one announcer and a turn-table.</p> <p style="text-align: center;">Use as a 5- or 15-minute show.</p>	<p style="text-align: center;"><b>FEATURED IN RADIO SECTION OF TIDE</b></p> <p>the Newsmagazine of Advertising and Marketing, Dec. 15th issue, pages 78-80-82.</p> <p style="text-align: center;">Reprinted in "JUDY'S", Jan. issue</p>
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39—78—156—234—312—programs on an exclusive basis.

Price of script based on station coverage. Send for sample script today.

**Raymond Keane Syndicated Radio Programs**

1441 Welton Street Denver 2, Colorado



**SO IT'S IMPORTANT  
WHEN WE SAY . . .**

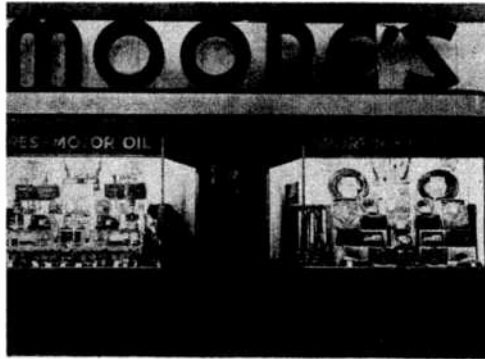
## **ALAS POOR YORICK!**

**Y**es! You know him well! He's the guy who looks down his nose and makes large statements about radio—he's *agin* it! One such, a prominent newspaper publisher, gives radio a tongue lashing because "radio offers a serious challenge to the position of the newspaper as the primary advertising media." Fortunately, this wailing and gnashing of teeth represents not the press itself, but the picaynish backbiting of one man. Need we remind this gentleman that in the days of our Puritan ancestors the *Town Crier* was considered the primary advertising media?

No media is *ipso facto* top-dog. It must earn that place. In a few short years radio won the confidence and loyalty of an ear-minded public. With news, information and entertainment, it now works a 24-hour-a-day shift to maintain that position. For its advertisers who make these programs possible, radio is an aggressive salesman both off and on the air. And as long as radio produces results for advertisers who were once solely eye-minded, it will continue to show the same remarkable growth.

Advertisers themselves determine the primary medium. The one that sits at the head of the table of course gets the gravy and all the trimmings, but in a competitive world, no medium inherits that mantle of prestige. To hold the scepter, it must prove its strength and its power. Returns per dollar investment are what speak an advertiser's language, and if the time should come when radio develops hardening of the arteries, doesn't then deliver the goods, its place, too, may well be threatened by some new media as yet unexplored and undeveloped. In the meantime, if the primary medium is judged in the market place in dollars and cents, radio can well afford to let the record speak: in 1942, radio expenditures exceeded those in newspapers by more than \$20,000,000!

*The Editors*



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● Window displays tie-in with radio advertised items for MOORE'S OF OHIO. Sales promotion bulletins tip off the 22 store managers in Ohio county seat towns.

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**M**OORE'S OF OHIO operates a group of 22 stores exclusively within the state of Ohio. It is owned and managed by William S. Moore.

Our business initially was automotive, but since World War II we have gradually acquired other items, and we have now gone into general merchandise, merchandising hard lines chiefly. We have found it possible to sell any item of merchandise manufactured, whether it be a battery for a car, a man's raincoat, a dinner plate or a cigarette case. Our contention is that if it is manufactured, there must be a market for it. (How radio has helped develop that market will be pointed out later.)

We do not have room in our organization for negative thinking. Even though there is a war on, and we are cooperating in every manner with the war effort, the war has not influenced our merchandising and selling thinking. We carry on as if in pre-war times even though conditions have been greatly reversed from normal operation.

It is our contention that Uncle Sam would rather have a healthy organiza-

# ling Time

by A. L. PALMER, general sales  
manager of Moore's of Ohio

And even though we appreciate the  
problems in merchandising during 1944

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● Sales are made by tricks like these: radio advertised merchandise gets special table display in each of the 22 MOORE'S OF OHIO stores. Those who stop to look remain to listen. Billboard display ties-in with the general theme of MOORE'S radio message: "Tune in for the Newest in News Every Hour on the Half Hour."

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may be trying, we are carrying on with the same determination and optimism that has marked our operation in previous years.

To date, 36 of our associates have entered the service of our country, and while we have difficulty in personnel replacement, women are carrying on in positions formerly held by male associates. Today they number 60 per cent of our store personnel, and our three stores managed by women show better than average increases.

While former associates in the service have the assurance of their positions after the war, it will be necessary for them to go through a brief training period to acquaint them with changes that are taking place during their absences. In the meantime, we keep in

touch with them through our monthly house organ, *Moore's Let-O-Gram*.

We feel that it is important to keep in touch with associates, too, as well as with former associates, and it is our policy to keep our managers and associates informed of merchandising plans. We do this through regular bulletins from the Home Office here in Newark.

What has all this to do with radio? It is our contention that before anything else can be successful, store operation must be successfully organized. In other words, a policy must be established before any kind of advertising can be successful. And that policy must embrace the past, present and future.

Our present medium of advertising is

radio, and there are hundreds of bulletins that bear testimony to our success in radio. Our original advent into radio came about more or less by accident, that is, an associate from WHKC, Columbus, O., accidentally called upon us believing we were another firm, but it is no accident that we have continued to use the medium.

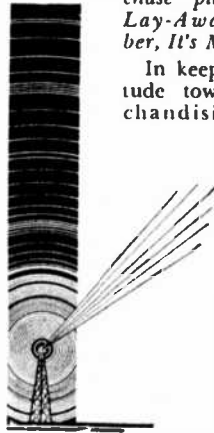
There were no immediate results from our first morning newscast. In fact we had almost reached the end of our 13-week contract without any noticeable change in our sales picture. Did that discourage us? It did not! We took on a noon news broadcast to supplement the morning program. Later we took on an evening musical program. With that schedule, we were on the air each day with three quarter-hour programs.

In 1943 we discontinued this schedule, and substituted 11 five-minute newscasts every hour on the half hour over WHKC. A 15-minute newscast at 12:30 noon rounds out the schedule. We still stick to that schedule, and among radio listeners in Ohio, this phrase is a byword: "*Listen to Moore's every hour on the half hour for the newest in news and the greatest in values.*" MOORE'S has become the *News Voice of Ohio*; and WHKC listeners get complete coverage of local and national news from 7:30 A.M. until 6:30 P.M. every hour on the half hour. Our exclusive news commentator is newscaster Al Parlin.

With the news broadcasts we were certain of a large and attentive audience. The next thing was to make this sponsorship commercially productive. In our five-minute broadcasts we use a 50-word opening and a 75-word closing commercial announcement. On the quarter-hour broadcast there is a 25-word opening, a 50-word middle and a 100-word closing commercial. In every case, the commercials are item descriptions and prices by the announcer. Since we keep the commercial content to the minimum, every word must count, and several of our sales slogans have become household bywords. Examples: "*Don't look now, but there's a Moore's store near you!*" Or, "*Be wise, Moore-ize.*" Or, "*Use Moore's three-way purchase plan, Cash, Credit, Lay-Away.*" Or, "*Remember, It's Moore's for Yours.*"

In keeping with our attitude toward current merchandising problems, we haven't hesitated to emphasize that MOORE'S have that hard-to-get merchandise. In fact a whole series of commercials was built around this very theme. Example:

*"Say! Are you having trouble*





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● The DEVIL was up to some good here for the MARINE ELECTROLYSIS ELIMINATOR CO. Window display tied-in with the Minneapolis-St. Paul, Minn., series of one-minute spot announcements.

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Sixty Seconds on Small Stations  
Up Red Devil Sales 500% in Year

## The **D**evil, You Say?

by JEAN HADLEY, acct. executive,  
Manson-Gold Advertising Agcy.

**E**VER heard of RED DEVIL SOOT & CARBON REMOVER? Well, if not, don't be embarrassed. Prior to 1941, very few people had! True, it was sold by every store in Alaska, and by a good many in the states of Washington and Oregon, but it hadn't broadened its scope to the extent that it has today, via that remarkable medium called radio. Just for your information, though, it's used to clean our furnaces, stoves, heaters and fireplaces. Since it removes deposits of soot and carbon from flues and passages, it can be used for everything from the small house heater to the huge commercial furnace. It works equally well on coal, oil or wood burning equipment.

Started as a side-line by Arley Cheadle, head of the MARINE ELECTROLYSIS ELIMINATOR CO., RED DEVIL showed surprising consumer acceptance in the first sales dabbings. The Seattle, Wash., manufacturer decided to spend a little radio money on it to see what it could do!

First of all, he bought a few small stations in Washington and Oregon. The announcement cost was kept as low as pos-

● Only advertising other than radio: a series of trade paper ads in two publications, plus two small newspaper schedules.

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sible, and the stations wrote the copy. These *phonograph stations* did a truly fine job of popularizing the product in the Western market. In fact, the first year or so of experimenting built up sales to such an extent that Mr. Cheadle decided to branch out into a few other markets.

In so doing, he selected Minneapolis-St. Paul, Minn., where he found another *phonograph station* which he felt would appeal to the class of customers he wanted to reach. He stuck to his formula of one-minute commercials. Copy in a rather chatty vein gave ample opportunity to expound the merits of RED DEVIL to the fullest extent. Finding that the Minneapolis station's copy proved exceptionally effective, Mr. Cheadle engaged the services of the station's copy writer on a free-lance basis, to write the commercials for the announcements in Portland and Seattle.

In 1942, with the afore-mentioned copywriter having graduated to the staff of an advertising agency, and with RED DEVIL sales booming along at a great rate, the account was turned over for agency control, and its schedule expanded to cover more markets. With the same method of advertising procedure, (small stations, spot announcements of one minute or less, and a straight conversational selling style with no high pressure), its sales were built to an approximate 500 per cent increase in the course of the year!

Here is the type of announcement that did the trick.

*Clipping coupons for FUEL OIL? Save up to 25% of your winter supply with RED DEVIL SOOT AND CARBON REMOVER. Clean your furnace, too, with this amazing product! It sells for just 40c a can at your CROWN DRUG STORE.*

*Sprinkle a teaspoonful or so of RED DEVIL over the fire in your stove, heater or furnace . . . that's ALL THERE IS TO IT. Red Devil cleans out that burner from fire-pot to chimney-top RIGHT THEN AND THERE. You'll find it burns better, too . . . gives MORE HEAT . . . gets the MOST out of your fuel supply. Use up to 25% LESS OIL, COAL OR WOOD. Invest 40c in a can of RED DEVIL SOOT AND CARBON REMOVER . . . ask for it at your nearest CROWN DRUG STORE. Sold on a money-back guarantee.*

The end of 1943 found RED DEVIL, with a sales increase of more than 1000 per cent during the past two and a half years, advertising in 12 major markets west of Chicago. It is now a sizeable part of the business of the MARINE ELECTROLYSIS ELIMINATOR CO. It has, in fact, been responsible for two trips from the state of Washington to Washington, D. C. by its owner, to negotiate for sufficient supplies to keep up with the demand built for the product by one-minute spot announcements on *phonograph stations*.

To say that radio has done it all is not strictly true, but the major portion can be justly attributed to the influence of the loud-speaker. Actually, the growing awareness of fuel shortages and the necessity for conserving such equipment as furnaces and heaters have been important factors. However, the only other advertising used to combat the three or four competitive products on the market was a series of trade paper ads in two publications, plus two small newspaper schedules. Radio can take a bow for the rest.

An interesting angle is that no stupendous productions were used, no specially designed shows, and no terrific expenditures of money. Most of the spots selected were Class B or Class C time, on stations which had no big network attractions to offer. Yet, when the scores are added up, the results are truly tremendous. What was at first just a formula to be developed as a hobby

has now grown into a business which has a priority rating in Washington, and which is doing a grand job of fuel conservation.

Results from experimentation this year with women's programs indicate that the female of the species is also becoming furnace-conscious. Next year the product may well be presented through the dulcet tones of the female voice in many parts of the country.

Changes in times and circumstances may indicate other approaches to the advertising of RED DEVIL SOOT & CARBON REMOVER, but in the meantime, except in rare cases, the formula that built the success will be maintained. Here's a manufacturer who's really solidly sold on what the *phonograph stations* can do with a few spot announcements to build an industry out of an idea. So chalk up another success for spot radio! And remember that name, RED DEVIL SOOT & CARBON REMOVER, because if you never heard it before, chances are it will be coming out of the loud-speaker beamed from your local 250-watter one of these days in the very near future.

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*A hard worker but not one to take herself too seriously is account executive Jean Hadley, of the Manson-Gold Advertising Agency, Minneapolis, Minn. Although a graduate of Northwestern University, she doesn't let academic theory interfere with the hard reality of the advertising game. While Superior, Wis., claims her as its own, she has made the flour city her home for the past six years.*

*In spite of the midnight oil burned over the copy desk, she finds plenty of time for play, and as executive secretary of the Minneapolis branch of the Women's Advertising Club, is a mainstay of the organization. While she has thus far successfully eluded Cupid's arrows, she's still young enough to be honest about her age, makes no commitments as to the future, is open to offers.*

# Musical Hit-Bits



## Million Dollar Sale Built With Merchandisable Spots

by HENRY GERLING, adv. mgr.,  
Katz Drug Co., Kansas City

● Tie-in by which the KATZ announcement campaign was merchandised and given real publicity: a *Statupix* conspicuously displayed at all KATZ stores.

*THE SCENE: Copy conference for the KATZ DRUG CO.'S Million Dollar Sale. M. H. (Mouse) Straight, account executive from R. J. POTTS-CALKINS & HOLDEN, had just presented a plan for an unusual series of announcements.*

MORRIS SHLENSKY (*Katz merchandising manager*): That's clever, all right, but what I'm looking for is something entirely different from anything we've ever had before, something entirely different from anything national sponsors are using, even.

DOC WITSCHNER (*Katz general manager*): There isn't anything that different.

HENRY GERLING: You name it and you can have it, Morris!

SHLENSKY: All right, here's an idea! People like popular songs. Mil-

lions of dollars are behind the hit tunes we hear on the air. Why don't we tie up with them?

STRAIGHT: Well, the Petrillo fight is over and we can record instrumental music again, but it'll cost a lot of money to do what you're asking.

WITSCHNER: It'll be worth a lot of money if we get what we're after!

STRAIGHT: Remember we'll have to pay MPPA royalties, in addition to everything else.

GERLING: Isn't a good announcement worth at least twice as much as a poor one?

STRAIGHT: I believe it's worth ten times as much!

WITSCHNER: Let's see what you can do.

That was the way it started. Backed with this inspiration, Straight went to work. Just 23 hours later the four of us listened to a series of audition transcriptions at the VIC DAMON TRANSCRIPTION LABORATORY. By then, Straight had worked out a name which summed up the whole thought, *Musical Hit-Bits* (soon after copyrighted).

However, it took another audition to

add the final touch; a personality to bring unity to the entire campaign.

Mr. Witschner suggested using a girl singer for the spots, and luckily, just at the right moment, we "discovered" Dorothy Hendren, a young lady who had never sung professionally before. Dorothy is blessed with the low, velvety type of voice on which microphones smile. We ordered one more set of audition platters, which combined Dorothy Hendren with the versatile accompaniment of Gene Moore at the Novachord and the well-modulated voices of WHB announcers Dick Smith and Bruce Robertson. Then the deal was set.

During the Million Dollar Sale, which, year after year, is the greatest merchandising event in Kansas City, we made a new set of spots each week, featuring a popular tune on each announcement. And, not being satisfied with anything but the best, we improved our technique so that I sincerely believe that each set of spots has been better than the one preceding it.

With the third series we began to "build in" the transcription credit as an integral part of the announcement. For instance:

DOROTHY: *Why, Bruce, you're crying!*

BRUCE: *Yes, Dorothy—by transcription!*

DOROTHY: *TEN SECONDS, THEN HUM.*

DICK: *"I Heard You Cried Last Night"—another Musical Hit-Bit from Katz Super Stores!*

DOROTHY: *TEN SECONDS MORE.*

BOB (ENGLISH ACCENT): *Really, you know, I don't think either of you should be crying, by love!*

BRUCE: *No?*

BOB: *Certainly not! You have Katz Million Dollar Sale Coupon Book!*

DICK: *Katz Coupon Book contains values for every member of the family—Christmas gift suggestions, too! But you have only a few more*  
(Continued on page 90)

*Either bashful or unphotogenic is adman Henry Gerling, who withstood pleas, arguments and demands for a picture. Now advertising manager of the aggressive Katz Drug Co., man-behind-the-scenes Gerling began his business career in the early 1920's as a free-lance artist.*

*In 1926 he discovered a small drug company with large growing pains, and for a year he did all the artwork and layout "Ike" and "Mike" Katz asked for. In 1927 they prevailed upon him to fold up his independent operation, become Katz advertising manager. To his credit is the bold, black, item-crammed newspaper ad which has been copied by other drug chains throughout the country.*

*A tough man in an argument, he demands down-to-earth reasoning and up-in-the-clouds imagination. Under his direction an advertising organization has been built up which, on occasion, lays out and produces 26 pages of newspaper advertising per week. Meanwhile, he rides herd on the town's largest retail radio advertising appropriation, keeps check on a dozen minor media and scores of future Katz projects.*





# Hello Th

A Low-Pi  
Results f

**N**ot the only successful radio method either in entertainment or commercial copy is a so-called *radio technique*. Just as successful advertising in any medium can never be reduced to an exact formula, good radio, too, takes many forms.

A program that may best be described as personal salesmanship multiplied many times by radio is *The Old Dirt Dobber* heard over WLAC, Nashville, Tenn., for ten years. And from the very first program, Tom Williams, *The Old Dirt Dobber*, has been sponsored every day!

The amazing sponsor success and listener reaction to this daily WLAC program is concrete evidence of the fact that a radio program need be neither big name nor expensive, neither Broadway nor Hollywood to do an outstanding job.

A participating program for its first six years, the series was under the banner of the NASHVILLE POWER & LIGHT Co., the H. J. GRIMES Co., department store, the EASON-MORGAN Co., a wallpaper, paint and seed store, and the BOYD NURSERY Co.

Here was friendly, man-to-man selling applied to the advertising of four different sponsors. There were no written commercials and no prepared script. Material to be discussed for the sponsors was arranged in outline form, and the commercials woven into the program in an informal, ad-lib fashion with hardly a break between continuity and commercial.

In other words, the gardening suggestions and the sales arguments were tied together in one package. *Example:* for the NASHVILLE POWER & LIGHT Co., the Old D-D suggested to listeners that they install lights in their gardens so that when



● Only waspish thing about home gardener Tom Williams: his radio name. *Dirt Dobber* is a harmless species of wasp which is constantly working in the soil to build its nest of mud.

# dener!

## Radio Program Produces Amazing rs, Each with Different Problems

friends called at night they might be shown the flowers and plants in bloom.

Does personal salesmanship of this kind work? A ten-day poll drew 3,071 letters from all classes and all ages, and of that number, 2,141 said they traded with the sponsors! EASON-MORGAN reported that full shipments of bulbs were sold out as the result of a single announcement. BOYD NURSERY offered a package of rooted plants for one dollar; 12 announcements brought over 400 orders, 50 re-orders and 1,000 catalogue requests.

For the past four years the daily 10:00 A.M. feature has been sponsored by GENERAL MILLS for GOLD MEDAL FLOUR and CHEERIOATS. (Originally it replaced a soap opera!) Since then the series has been renewed each year without solicitation.

How does the Old D-D maintain this personal salesmanship, reach all types of buyers to sell all types of products? His friendly personality, informal, back-fence manner and expert, practical knowledge of gardening have turned thousands to him for help and advice on gardening problems.

Mail is one of the indications of the success of the program; it comes in at the rate of 1,000 letters a week! During the six years the series was conducted on a participating basis, more than 30,000 questions from listeners were answered

without botanical technicalities. Simple, easy to follow advice is given.

While friendliness is the spirit that motivates the program, the Old D-D and his listeners remain anonymous on the broadcasts. Because he believes that listeners are interested in the presentation and the subjects discussed, Tom Williams has never permitted the use of his name nor referred to his name on any of his six times weekly shows. To give a sense of freedom to persons who seek garden information he identifies those whose questions are answered on the air not by name but by address.



While there is no question as to the effectiveness of this series in Tennessee, what happened when the Old D-D added a Saturday morning network half-hour feature to his schedule three years ago? From every state in the union, every province of Canada

and from seven foreign countries more than 380,000 letters have come to *The Garden Gate*.

In that time, nearly 12,000 members of the *Order of the Green Thumb* have been inducted. *Hook*: each member is nominated as an outstanding gardener by some one else, and each is sent a membership card with the compliments of the writer who sent in the nomination.

**COMMENT:** Advertisers who reason that the home gardener represents too restricted an audience have the Old D-D as evidence to the contrary. Today there is an additional windfall audience of those anxious to do their part in the *Food Fights for Freedom* drive. With Victory Gardening a civilian must, programs of this kind are a natural for alert advertisers in almost any business.

Fitting right in with the type of personalized selling possible in a series of this kind, membership cards, other merchandising hooks of this nature, also give advertisers invaluable mailing lists.



# C

**W**ITHIN six months after the BANFIELD PACKING CO., Salina, Ka., began its KSAL radio schedule SWEETHEART LARD sales had increased 1500 per cent. For every housewife using the product in June, 1943, 15 were using it January, 1944! Banfield renewed for 52 weeks!

What does the daily noon-time quarter-hour of world-loved music, and the five daily dramatized spot announcements have that make the consumer so SWEETHEART brand conscious that she selects it automatically when buying shortening at her neighborhood grocery or meat market? In addition to good entertainment, which is, of course, the first essential, the series has a planned sales campaign behind it. This isn't an institutional offering. It isn't a good will gesture. It is a sales campaign! BANFIELD doesn't sit back and wait for sales. It goes after them!

When BANFIELD began its KSAL campaign, it had one purpose, namely, to create a consumer demand for BANFIELD'S SWEETHEART LARD. More than that, it wanted to establish the SWEETHEART brand itself as one of exceptional quality, so that when supplies are available, its hams, bacon, sausages and other products will meet with the same consumer acceptance. To achieve that goal, the SWEETHEART idea is consistently stressed throughout the campaign.

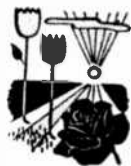
Two approaches are used in selling the housewife. A daily, Monday through

Saturday quarter-hour program features a boy and girl singing team, the *Banfield Sweethearts* for SWEETHEART LARD. Music is not jazz, swing nor classical. Rather it is the kind that brings memories of days and things past. With this music, BANFIELD gets the ear of the housewife between 35 and 55 years old, the large family class that is the greatest buyer of shortening. A program tie-in with the product: the use of best-known sweetheart tunes, i.e., *Let Me Call You Sweetheart*.

Commercial message is a serious, logical presentation of facts on why SWEETHEART LARD is preferable to any other shortening, and especially why it is preferred to any substitute for lard. To set up lard as the original, the model after which other shortenings are patterned, the word *substitute* is used in referring to anything other than lard.

Case presented to the housewife is based on these points: (1) that SWEETHEART LARD is more economical than substitutes, with an average difference locally of five cents per pound; (2) that at the present time, SWEETHEART LARD will do per pound a third larger shortening job than substitutes, is therefore a third better buy per pound from the standpoint of ration coupons, and (3) that since lard is considerably easier on the digestive system than its substitutes SWEETHEART LARD is preferable from the standpoint of health.

The second approach to the housewife is made through a spot announce-





# em Sweethearts

A 15 to 1 Radio Shot Brings Banfield Packing Co., Salina, Ka., to the Front, Creates a 1500% Increase in Sales in Six Months

ment series, five daily. Since most successful advertising is based on repetition, the constant hammering of SWEETHEART LARD makes the housewife feel she is seeing a well-known, familiar product when she sees the product displayed in her meat market.



radio advertising, while it didn't cost distributors a cent, could mean more income. Grocers were also reminded that it was necessary for BANFIELD'S to sell this lard if it were to continue to kill pork in quantity.

Here is the letter KSAL sent to dealers: (Briefed).

*It's a fact that lard is a better shortening than its substitutes. It is more digestible; it costs less in dollars and cents; it will do a 1/3 bigger shortening job per pound and for this reason it is more economical in ration points. Richer cakes, more tasty pie crusts, better breads and rolls can be made with lard.*

*There are five different sales messages on this subject of "Sweetheart" lard on KSAL every day and in addition to this, there is a full 15-minute program by the Banfield Sweethearts every day at 12:30 P.M., the best radio time in this section of the country—all of this to help you sell more "Sweetheart" lard.*

*Here's what let's do—let's suggest "Sweetheart" lard to our customers, let's display it prominently in our cases. Banfield's have taken the lead.*

A two-color, full-page, inside front cover advertisement in the *Kansas Grocer*, the trade magazine for the grocery industry in the state of Kansas, was also a part of the dealer campaign.

While BANFIELD is showing the sales increase it went after, it is also making an investment in post-war prosperity.

As a bridge between the spot announcements and the quarter-hour musical program, the one-minute series uses the *Banfield Sweethearts* singing the same theme song that introduces the 15-minute program. The announcement itself is a brief drama with the homely touch, in which different members of the family remark about the deliciousness of different foods. In every case, the meal, dishes, or person preparing the food are referred to as "a sweetheart." Subtle suggestions for the preparation of specific foods which make use of the product are also implanted. These may be new recipes or something the housewife has not prepared in a long time.

With the program alone, BANFIELD did not expect to reach the entire available radio audience. But the program, plus the five daily (including Sunday) spot announcements do completely cover the radio audience with regularity.

As a part of its radio campaign, BANFIELD lined up a dealer campaign. To over 409 grocers went letters telling them of the radio series. It was pointed out that profit on lard was as great as on any shortening, and that since lard is plentiful it is an item the dealers can push. It was also explained that the

## MOORE'S OF OHIO

(Continued from page 80)

and to further extend our penetration into the market, we have also signed a contract for 100 billboards on the main highways of Ohio. It is our contention that with restricted motoring, those who are able to operate their cars on the highways today are in greater need of our service than ever before, and the billboard message invites them to tune-in their radios for all-important information on the preservation of their automobiles.

Our first billboard advertisement placed during the week of February 1 carried this message in large, glowing letters: "*Busy Stores All Over Ohio.*" At the right of these words was a giant-size radio dial, with "*WHKC-640*" in the upper part of the dial, and "*WHIZ-1240*" in the lower part. In a box immediately below: "*Tune in for the Newest in News Every Hour on the Half Hour.*" Across the bottom of the billboard: "*Save at Moore's in '44.*" (It might be pointed out that this is our sales slogan for the year, and it is the one we broadcast to our radio audience). Below each billboard ad is an identification streamer which gives the street address and town of the nearest Moore's of Ohio store. It is this sort of promotion that has made Moore's an Ohio institution.

I might point out that to achieve this same result for all our 22 stores in Ohio county seat towns we would have to take space in 22 different newspapers. With our radio series we get the coverage we need for all our stores by stressing the phrase, "*at your nearest Moore's store,*" and in the noon quarter-hour broadcast we name the towns in which listeners will find a Moore's store.

When this war is over we do not know what type of merchandise we will be offering the people of Ohio, but of one thing we are positive. Our offerings will be quality merchandise and our service will be of the best, because it is only with that combination that any establishment can hope to continue and grow in business.

## MUSICAL HIT-BITS

(Continued from page 85)

*days to cash in these coupons! Hurry! Katz Million Dollar Sale is almost over. Take your pick of Katz coupons and shop at Katz today!*

BOB: *Then you'll say—"Thumbs up!"*

DOROTHY: *FIVE SECONDS.*

DICK: *Hurry!*

BRUCE: *You have only a little longer to use your Million Dollar Sale Coupons—at Katz!*

NOVACHORD TAG.

When we began the *Musical Hit-Bits* we made no commitments either to Straight or to ourselves as to how long we would continue this type of announcement, but listener comments and sales results made the decision for us during the first or second week of the campaign. We decided unanimously to continue the *Musical Hit-Bits* idea for our Christmas radio campaign, working in the selling line which Straight worked out two years ago and which we have used ever since; "*Everyone can buy anyone the perfect Christmas gift at Katz.*"

And there's one more thing we can say about KATZ *Musical Hit-Bits* which we have never been able to say about any other series of radio announcements: this is a *merchandisable* spot series. Instead of thinking of our huge schedule as 97 spots a week on radio station WDAF, KMBC, WHB, KCKN and KFEQ, we say we have 97 *programs-in-miniature* each week.

Moreover, we merchandise these programs with a *StatuPix* (a picture of Dorothy Hendren in full color, mounted on board, jugged out and set on an attractive pedestal) in each of our 13 Kansas City Super Stores and in the St. Joseph Super Store.

And now, according to a great many listener-customers, people are actually *listening* for our spot announcements, wondering what songs Dorothy will sing next week, and waiting to find out how Bruce and Dick will tie-in with the hit tune title.



## AIRING THE NEW

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

### Aviation

**IN TIME TO COME** While the public gazes at the crystal ball through rose-colored glasses, dreams of the wonders of the post-war era, there is only one thing certain about the changes in the future, namely, that there will be change. With that in mind, UNITED AIR LINES brings Seattle, Wash., listeners a weekly blueprint of the future for the post-war West. In the half-hour KIRO feature of story, music and drama, UNITED AIR LINES spotlights the past, present and future of representative Pacific coast industries. Each week the Sunday program salutes some one industry, gives a forecast of what the public can expect, *In Time to Come*.

Original broadcast saluted the aircraft industry, highlighting BOEING's Seattle plant. Included on that broadcast was an address by Washington's Governor Arthur B. Langlie. Commercials follow the institutional line, present UNITED AIR LINES as "A Partner in the Progress of the Pacific Coast." Purpose of this flier into radio is not to create markets for post-war products that may or may not materialize, but rather to instill West Coast pride in its own industries and achievements.

**AIR FAX:** Orchestral music by Carl Hoff's orchestra, with soloist Pat Friday, give listeners a tuneful earful. Emcee and narrator is Carlton Kadell. Appropriate theme song: *In Time to Come*.

**First Broadcast:** November 7, 1943.

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

**Preceded By:** Crime Doctor.

**Followed By:** Romance Time.

**Sponsor:** United Air Lines.

**Station:** KIRO, Seattle, Wash.

**Power:** 50,000 watts.  
**Population:** 452,637.

**COMMENT:** Fancy pictures of the car of tomorrow or what have you butter no bread, probably do more harm than good. Advertiser, here, however, points the way toward one type of post-war planning which may well be utilized today.

### Department Stores

**MEMORIES OF THE OLD SOUTH** With the tolling of the dinner bell which calls the hands in from the field, LOVEMAN'S, Nashville, Tenn., department store, brings WLAC listeners *Memories of the Old South*. What stirs the memory are nostalgic melodies chanted by a colored quartet, the *Plantation Singers*.

Listeners who muse on things that have gone before, who treasure the traditions of the Old South, are reminded that "Loveman's, the Satisfactory Store for 82 Years," presents the five times weekly mid-afternoon feature.

While the quartet carries the show, the program is interspersed with commercials read by Virginia Mansell who also emcees the daily 11:15 A.M. LOVEMAN'S show, *Beyond the Looking Glass*. Tie-in between *Memories of the Old South* and the morning merchandise feature: at the close, listeners are reminded that "At 11:15 tomorrow morning, on this same station, the Lady from Loveman's will meet you again *Beyond the Looking Glass*." On holidays, other special occasions, the commercial sales talk gives precedence to the institutional gesture.

To do it up brown, LOVEMAN'S now carries four shows on WLAC. In addition to the morning merchandise show heard six times weekly, and the afternoon quarter-hour of music, there is *Sinatra on Records* for the young fry's Saturday night entertainment, and a 5:00 P.M. Sunday offering of the transcribed feature, *Soldiers of the Press*.

**AIR FAX:** Announcer Paul Oliphant renders lip service to *Memories of the Old South*.

**First Broadcast:** August 23, 1943.

**Broadcast Schedule:** Monday through Friday, 3:45-4:00 P.M.

*Preceded By:* Young Dr. Malone.  
*Followed By:* Transcribed Music.  
*Sponsor:* Leveman's Department Store.  
*Station:* W.L.A.C. Nashville, Tenn.  
*Power:* 50,000 watts.  
*Population:* 167,402.

**COMMENT:** A variety of radio features designed to appeal to a wide variety of listeners is certain to tap the available market, establish an advertiser with the listening audience. As yet almost untapped is the field of regional entertainment, but it promises sponsors plenty of ore-bearing rock.

## Department Stores

**HEADLINES IN THE NEWS** For its first full-scale advertising attack by air, SEARS, ROEBUCK & Co., Tacoma, Wash., uses the frontal approach, breaks down its *Headlines in the News* into definite news fronts. While the sales weapon of news bulletins is similar in content to that used by other advertisers on the news front, the format itself represents something new in strategy.

Program opens with the headlines in the morning's news, including one from SEARS' Tacoma Retail Store. A general round-up of news from the war fronts follows. News from the nation's capitol makes up the second portion of the news period. Complete coverage of Tacoma happenings brings up the rear. Final portion of the five times weekly program consists of the UNITED PRESS feature, *Today's American Hero*.

In addition to opening and closing credit lines, three commercials are used for SEARS' Tacoma Retail Store; first, as a part of the headlines; the second, at the conclusion of the war front round-up, and the third precedes the story of *Today's American Hero*. Campaign is scheduled for a 52-week run.

**AIR FAX:** For *Headlines in the News*, KMO's program director Verne Sawyer gets the by-lines.

*First Broadcast:* November 1, 1943.

*Broadcast Schedule:* Monday through Friday, 11:00-11:15 A.M.

*Preceded By:* Luncheon with Lopez.

*Followed By:* Calling KMO.

*Sponsor:* Sears, Roebuck & Co.

*Station:* KMO, Tacoma, Wash.

*Power:* 1,000 watts.

*Population:* 109,408.

To prevent just such a situation in Memphis, Tenn., the BROADWAY COAL & ICE Co. took its ounce of prevention, found that *Something to Talk About* over WMPS was the right prescription. Little known and odd facts of general interest to the public in five-minute capsules is the anti-



dote BROADWAY COAL & ICE uses to keep the public happy, though perhaps shivering. Commercials explain delays in coal deliveries in the terms of wartime transportation jams, other acts of God beyond the control of man or the BROADWAY COAL & ICE Co. Newspaper ads and spot announcements plug the show.

**AIR FAX:** Announcer Chris Kenyon relays the vignettes on this syndicated one-man script series.

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

**Broadcast Schedule:** Monday through Friday, 10:55-11:00 A.M.

**Preceded By:** What's Your Idea.

**Followed By:** Boake Carter.

**Sponsor:** Broadway Coal & Ice Co.

**Station:** WMPS, Memphis, Tenn.

**Power:** 1,000 watts (d).

**Population:** 292,492.

**Producers:** Radio Writers Laboratory.

**COMMENT:** Programs need not be elaborate nor costly to do an effective job for the advertiser. Case histories without number point up the fact that a one-man production on a consistent schedule can be an advertiser's best salesman.

## Gasolines

**NEWS** While troop movements determine the outcome of war, is therefore featured news, what is uppermost in the minds of the families of the troops is the individual welfare of the man in uniform. For camp followers and for the men themselves, the MAJOR OIL Co., Philadelphia, Pa., includes just such news items in its 11:00 A.M. newscast.

Sponsor requests news of men from the Philadelphia area from all camps, forts and naval bases in the country, airs the information on the show. To increase its tune-in, MAJOR OIL sends

postcards to all next of kin three days before news items are aired. Card informs them that the man behind, their service star is to be mentioned on the show, gives them date, time-and-station data.

**AIR FAX:** Broadcast Schedule: Daily, 11:00-11:15 A.M.

**Sponsor:** Major Oil Co.

**Station:** WIBG, Philadelphia, Pa.

**Power:** 10,000 watts.

**Population:** 2,081,602.

**COMMENT:** While news items about individuals may have no world shattering consequences, personals are high in listenership. Surveys show that both in radio and in newspapers, columns devoted to news about the men in the armed forces have tremendous followings.

## Grocers

**I WAS THERE** When and how was the miracle drug penicillin discovered? What was the origin of Donald Duck? At what moment did radio itself become a reality? Proud indeed is the person who can say "I Was There." And these are the persons who tell their stories over KIRO, Seattle, Wash., for the SEA ISLAND SUGAR Co. A half-hour weekly show, the eye-witness radio series features guest stars who have been in the thick of hair-raising, history-making adventures. Dramatized are events of unusual import or interest that are significant in the American way of life. Only let or hindrance to participants: each eye-witness to history-in-the-making must be able to truthfully say, "I Was There."

What gives punch to the series is the successful combination of sandhogs and singers, musicians and merchant mariners, generals and buck privates, other varied history-makers who can proudly say, "I Was There."

While SEA ISLAND foots the bill, it takes only opening and closing credit lines in return. To the Red



Cross Blood Donor Service goes the usual 60-seconds of commercial time. Red Cross statistics indicate a marked increase in the number of blood donors since the appeals were first aired by narrator Chet Huntley.

**AIR FAX:** First Broadcast: December 30, 1943.  
**Broadcast Schedule:** Thursday, 9:30-10:00 P.M.  
**Preceded By:** Music.  
**Followed By:** News.  
**Sponsor:** Sea Island Sugar Co.  
**Station:** KIRO, Seattle, Wash.  
**Power:** 50,000 watts.  
**Population:** 452,637.

**COMMENT:** While there are millions of homefront fighters waiting to be told what to do and how to do it, they can't be told merely with a line at the bottom of an ad, nor with a slogan on the air. Advertising that goes all-out in its wartime job helps shorten the war, justifies its usefulness and integrity in both war and peace.

## Grocers

**LET'S PRETEND** To the young in heart, the game of *Let's Pretend* is one that never grows old. Evidence that the theory works in practice: the CREAM OF WHEAT CORP.'s sponsorship of the KIRO series in Seattle, Wash. While *Let's Pretend* won top honors in the division of children's shows in a 1943 poll of radio editors, its adult listeners run into seven figures.

While the ten-year-old series is primarily for children, its unique claim to fame is that it is also by children. Moppets handle all roles, however difficult, on the Saturday morning feature. Child stars trained and directed by author Nila Mack present the dramatizations of both classic and original fairy tales.

**AIR FAX:** First Broadcast: 1934.  
**Broadcast Schedule:** Saturday, 8:05-8:25 A.M.  
**Preceded By:** News.  
**Followed By:** Fashions in Ratings.  
**Sponsor:** Cream of Wheat Corp.  
**Station:** KIRO, Seattle, Wash.  
**Power:** 50,000 watts.  
**Population:** 452,637

**COMMENT:** While the number of homes in any one community with children in the fairy story age is limited, the adver-

tiser whose product appeals to this group is almost certain of a loyal and responsive audience. When such a program also appeals to the adult level the advertiser can chalk up to profit that bonus audience.

## Insurance Agencies

**WAITING FOR THE 8:45** While each person takes a different route, each writes his own ticket, the direction most men take is toward the safe haven of security. For KFNF listeners the CLANCY-REDMOND INSURANCE AGENCY, Shenandoah, Ia., engineers just such a whistle stop five times weekly.

Nightly at 8:30 P.M. Old No. 6 pulls in on the siding in the mythical town of Security, Ia., to make way for the 8:45 Limited on the Main Line. Crew on the little accommodation train that stops at every cowpath to pick up milk cans spends the time cracking jokes or listening to the songs of the station agent and his daughter.

Show opens with the sound effect of a running train, fades into this theme song:

*"Listen to the whistle boys, we're  
right on time!  
Old No. 6 is comin' down the line—  
Lean on the throttle there, 'cause  
man alive . . .  
We gotta pull on the sidin' for the  
8:45."*

Commercial which follows gives passengers information on the CLANCY-REDMOND non-stop, first class ticket to security. Closing commercial also tells listeners how to insure their safe arrival at that destination.

**AIR FAX:** After the commercial, Old No. 6 approaches, goes in on the siding, comes to a halt with the hiss of air brakes, groans and rattles. Songs and jokes follow until the 8:45 Limited approaches, passes station and fades into distance. Old No. 6 then pulls back on the mainline, goes on her way, fades into closing theme.  
**Broadcast Schedule:** Monday through Friday, 8:30-8:45 P.M.  
**Preceded By:** Evnging Letter Basket.  
**Followed By:** News.  
**Sponsor:** Clancy-Redmond Insurance Agcy.  
**Station:** KFNF, Shenandoah, Ia.  
**Power:** 1,000 watts (d).  
**Population:** 6,846.

**COMMENT:** Simple, homey jokes and songs are a quick way to reach the common man. When commercials are cut from the same cloth the advertiser can achieve a kind of personalized selling that is almost universally successful.



### Men's Wear THROUGH THE SPORTS GLASS

For the sports enthusiast, the gun at the end of the game doesn't mean a thing. A long run on the gridiron field, an amazing come-back on the race track, or what have you, will live as long as there are men to remember. It is on just such memorable events that Sam Hayes focuses *Through the Sports Glass*.

In Winston-Salem, N. C., the HINE-BAGBY & Co., Inc. had reason to put its money on the new transcribed series. During the football season HINE-BAGBY had put the sales ball into play over WSJS with *Touchdown Tips*, and since Sam Hayes showed remarkable sales drive in that quarter, treasurer and general manager Ira W. Hine saw no reason to change quarterbacks.

In business for more than 30 years, sales coach Hine is convinced that advertising in general pays big dividends, is particularly sold on radio. While commercials mainly hue to the semi-institutional line, immediate are the results when such items as hats, bags, suits, other items essential to the well-dressed male, are offered on these programs.

**AIR FAX:** Dramatized stories from the sports realm with commentary by sports expert Hayes are featured in this 26-week NBC recorded quarter-hour series.

**First Broadcast:** December 3, 1943.

**Broadcast Schedule:** Friday, 8:15-8:30 P.M.

**Preceded By:** Music.

**Followed By:** Music.

**Sponsor:** Hine-Bagby & Co., Inc.

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

**Power:** 5,000 watts.

**Population:** 79,815.

**Producer:** NBC Radio Recording.

**COMMENT:** For those who have found the football fan a responsive Friday

night listener, here is a logical follow-up that keeps the fan on his toes long after the last tattered pennant has been removed from the gridiron. Those who strike while the gridiron is hot, then keep up the good work, find that even on a weekly schedule, consistency pays dividends.

### Milling

**WOMAN'S PAGE OF THE AIR** While it's a woman's business to keep up to date on new recipes, time-saving household tips, other things of that nature, the woman's world isn't entirely restricted by her own four walls. Between the baking, the dusting and the mending, she also takes a peek into the outside world, wants to know what's happening that's new and interesting. In San Antonio, Tex., WOAI listeners can thank LIBERTY MILLS and VICKS for the daily parcel of news items, human interest stories and timely topics of national and regional value. Editor of the *Woman's Page of the Air* is mistress Jane Rowley.



Along with ASSOCIATED PRESS and INS news summaries go occasional interviews with visiting firemen. Commercials for LIBERTY MILLS plug HEART'S DELIGHT FLOUR. Short opening and closing credit lines and a center commercial that helps housewives solve the riddle of ration points hits the sales spot for LIBERTY MILLS. While LIBERTY MILLS only recently took on thrice-weekly sponsorship, VICKS has stuck by its sponsorship on alternate days for several years.

**AIR FAX:** Broadcast Schedule: Monday through Saturday, 9:30-9:45 A.M.

**Preceded By:** The Open Door.

**Followed By:** Star Playhouse.

**Sponsor:** Liberty Mills; Vicks.

**Station:** WOAI, San Antonio, Tex.

**Power:** 50,000 watts.

**Population:** 276,874.

**COMMENT:** While news for women with a featured feminine newscaster has not as yet won the widespread backing of

advertisers whose nose who have ventured and generally found it most productive, and some advertisers report amazing re-

## Newspapers

**MR. GOOD EVENING** When radio first threatened the advertising revenue of the daily newspaper, the fur flew thick and fast. Those who sat on the sidelines saw the cat and dog fight spend its fury, simmer down to a working partnership with plenty of room for both interests.

In Vancouver, B. C., Can., the picture is rosy-red. First to take to the airwaves with news broadcasts was the *Sun*. Next to fall into line was the *News Herald*. When the *Daily Province* offered CKWX listeners *Mr. Good Evening*, the journalistic picture was complete.

Canada's third largest newspaper picked Vancouver character Earl Kelly for its six-times-a-week news shot loaded with international headlines, local and provincial news. Name mention constitutes the only commercial on the CKWX show.

**AIR FAX:** Copy taken from *Province* news machines and local reporters is scripted by commentator Kelly.  
**First Broadcast:** January, 1943.  
**Broadcast Schedule:** Monday through Saturday, 8:15-8:30 A.M.; Sunday, 9:00-9:15 A.M.  
**Sponsor:** Vancouver Daily Province.  
**Station:** CKWX, Vancouver, B. C.  
**Power:** 1,000 watts.  
**Population:** 179,288.

**COMMENT:** That radio can build newspapers while newspapers build radio is the conclusion reached by the test of time. With listener interest in news at an all-time high, what better program material presents itself to the press than the stuff of which the press is made?



## Sustaining

**TIME FOR SCIENCE** While the scientist in his laboratory seeks to push back the frontier of the unknown, the world of

electrons and atoms is something else again to the uninitiated sitting down below the Ivory Tower; the layman is apt to speculate about the form and shape of things to come when peacetime industrial production is resumed.

To interpret science not in the terms of new automobiles, new household conveniences or what have you, but rather in the terms of the effect of inevitable changes in these and other fields on the daily lives of the rank and file, it's *Time for Science* to speak the language of the common man.

Listeners in Rochester, N. Y., hear scientists speak the layman's language. Given in cooperation with *Time Magazine* and the University of Rochester, the weekly half-hour series is directed by *Time* science editor, Dr. Gerald Wendt. Men of science from the academic and the industrial worlds, as well as educators, sociologists and ministers are the mouthpieces through which science interprets itself.

With technical discussions getting the cold shoulder, the broadcasts seek to bring science down to earth, and within the reach of farmer, housewife, factory worker, businessman and day laborer. Not round table discussions (which often leave listeners in a state of muddled confusion), but rather lively, chatty exchanges give the programs point and meaning. Not scorned are dramatic incidents, other stimulators designed to make listeners sit up and take notice. To bring each broadcast into focus, a clear cut summary rounds out the half-hour.

**AIR FAX:** First Broadcast: January 1, 1944.  
**Broadcast Schedule:** Saturday, 7:30-8:00 P.M.  
**Station:** WHAM, Rochester, N. Y.  
**Power:** 50,000 watts.  
**Population:** 437,027.

**COMMENT:** Advertisers, too, have found that undue emphasis upon the scientific marvels of the future are apt to boomerang. Constructive approach here represents a real contribution to the present and the future.





## SHOWMANSHIP IN ACTION

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

### Participating

**LETTER FROM HOME** When mothers, dads, sisters, relatives and friends mail in the names and addresses of Montgomery County boys and girls in the armed forces to WSFA, Montgomery, Ala., they start a *Letter from Home* on its way across the seas. To some 2,250 service men and women goes the weekly letter brimful of hometown gossip.

What sets the wheels in motion is a five times weekly radio program heard at 12:15 P.M. On each quarter-hour, one or two service men or women get the spotlight. Listeners hear biographical sketches of Montgomery soldiers. Interviews with those home on leave are also on the docket. In the center spot on each broadcast is a letter from a young miss to her soldier brother in which listeners get the highlights of local news.

On the first week's call for names and addresses of service men and women WSFA listeners responded with 500 names. Current weekly mailing is at the 2,250 mark from a county population of 125,000.

Since turn about is fair play, service men and women are urged to write in return, thus keep hometown friends in touch with service activities. Acknowledged in every *Letter from Home* mailing are the service letters received that week.

While the show was launched on a 13-week schedule, its five sponsors

have now renewed indefinitely, took a rate increase without a squawk. At no time have sponsors plugged products. Mention at the beginning and end of each program, and mention at the top of the *Letter from Home* masthead keep the sponsors' names before both those in service and those on the home front. Sponsors now on the bandwagon: COCA COLA BOTTLING CO., GRIMES MOTOR CO., J. W. WELLS LUMBER CO., JOHN DANZIGER, INC., WSFA, and the BROWN PRINTING CO. (Note: because of the growth of the mailing list, two additional sponsors were recently added; EMPIRE LAUNDRY and JENKINS BRICK CO.)

**AIR FAX:** While this WSFA feature is not copyrighted, WSFA puts other stations and their advertisers on their honor with this request: if the format is adapted to another community, a weekly royalty should be included for the *Letter from Home Fund*. All money is turned over to the American Red Cross. To date, four stations send in weekly checks. (WSFA furnishes format and full details without obligation.)

**First Broadcast:** August, 1943.

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

**Sponsor:** Grimes Motor Co., J. W. Wells Lumber Co., John Danziger, Inc., Brown Printing Co., Coca Cola Bottling Co., WSFA, Empire Laundry, Jenkins Brick Co.

**Station:** WSFA, Montgomery, Ala.

**Power:** 1,000 watts (d), 500 watts (n).

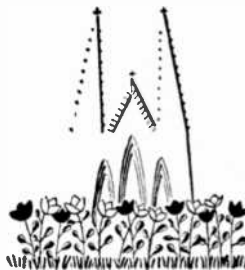
**Population:** 105,000.

**COMMENT:** Programs of this type do a community job and contribute generally to morale, give advertisers a splendid opportunity to make an institutional gesture and perform a patriotic service at one and the same time.

### Churches

**ASK AND LEARN** To those with questions on religious belief, practice and worship, it is only necessary to *Ask and Learn* in Denver, Col. Series presented by the CATHOLIC ARCHDIOCESE OF DENVER is heard as a Sunday evening feature over KOA.

While the question and answer period is devoted to topics of general religious interest and to specific matters relating to Catholic belief, practice and wor-



ship, no subjects that might give rise to misunderstanding among non-Catholics are discussed on the air. Questions on the belief or practice of churches other than the Catholic are not accepted for broadcast.

Material for the broadcasts are taken from questions submitted by listeners, with one priest asking the questions and another answering them. Approximately ten questions are taken up on each quarter-hour.

Printed copies of the broadcasts are available on request, and personal letters and pamphlets are used as a follow-up to those who contribute questions. While *Ask and Learn* is new as a radio feature, it has been a popular column in the *Denver Catholic Register* for 25 years.

**AIR FAX:** Father John Cavanagh and Father Edward Breen, associate editors of the *Denver Catholic Register* act as interrogator and clarifier, respectively.  
**First Broadcast:** November 14, 1943.  
**Broadcast Schedule:** Sunday, 11:15-11:30 P.M.  
**Preceded By:** News.  
**Followed By:** Pacific Story.  
**Station:** KOA, Denver, Col.  
**Power:** 50,000 watts.  
**Population:** 303,273.

**COMMENT:** Religious leaders have found radio a powerful ally in getting the ear of the general public, regardless of creed. With a question-and-answer series the church can be certain to give listeners exactly what will most interest them, also has a check on the audience listening level.

## Department Stores

**JUNIOR TOWN MEETING OF THE AIR**  
 While history books may reek of moth-halls, be of much less consequence than the latest jive platter for the teen age scholar, current events are in the groove. From Akron, O., other cities within a 30-mile radius, come representatives from all public schools to participate in the weekly *Junior Town Meeting of the Air*.

Patterned after the network *American Town Meeting* feature, the 45-minute



program gives high school students a chance to chew the fat over critical problems of current importance. While the first broadcasts originated in the WAKR studios, participants now gather in the auditorium of the A. POLSKY Co., department store patron of the series.

Schools are represented by self-chosen teams who give the *pros* and *cons* on such questions as: "Should 18-Year-Old Citizens Be Given the Right to Vote?" Judges selected each week score each participant from their own homes via the loudspeaker. When the series comes to an end May 8, scores by judges will determine the winning team. What's in the bag for those who get the nod from judges: a trip to the spring meeting of the *American Town Meeting*.

After the teams have had their say, the studio audience of fellow high school students participate in a question and answer period.

Promotion includes space in local newspapers, radio column write-ups, and window cards for schools, libraries, other strategic spots. Admission is by ticket which bears the A. POLSKY imprint.

**AIR FAX:** Program is under the direction of WAKR educational director Viola Berk, in co-operation with Josephine French, radio supervisor of the Akron Board of Education. Moderator: Stanley Schultz.  
**First Broadcast:** December 6, 1943.  
**Broadcast Schedule:** Monday, 9:15-10:00 P.M.  
**Sponsor:** A. Polsky Department Store.  
**Station:** WAKR, Akron, O.  
**Power:** 5,000 watts.  
**Population:** 309,504.

**COMMENT:** Even without the element of competition a program of this kind performs a valuable public service, is almost certain to achieve a high audience rating, but all to the good is the element of suspense created by the prize angle.

## Men's Wear

**SPORT PAGE OF THE AIR** When Johnny went marching off, he took with him Tom, Dick and Harry, all of them loyal WCHS listeners to the *Sport Page of the Air*. Too, as some sporting events were

threatened with a duration shut-down, sports news became scarce as hen's teeth. FRANKENBERGER'S, Charleston, W. Va., men's wear store, did the sporting thing, came up with a new type of *Sport Page of the Air* which filled the hole left by the dearth of live sports news. Admanager Fred Roland found (according to its Crossley rating) that in the shuffle FRANKENBERGER'S had achieved the most listened-to WCHS program.

Thousands of miles away, sports was still the major topic of conversation in Guadalcanal fox holes, North African desert sands or on the ice-bound coast of Iceland. Fighting men found time to write sportscaster Sam Molen to tell him how they missed the *Sport Page of the Air*, to ask hundreds of questions about sports events, past, present and future.

Then came an idea. When adman Roland, sportscaster Molen and WCHS station manager Howard L. Chernoff came out of the huddle, the ball was put into play for a printed edition of the *Sport Page of the Air* for servicemen. Each month the four-page, tabloid size, printed newspaper is mailed to husbands, sons, sweethearts and friends of WCHS listeners.

*Sport Page of the Air* listeners are invited to send in the names and addresses of West Virginia men in service. The first issue went to 1,500 servicemen. When the eleventh issue went out February 1, there were 8,137 names on the mailing list.

Headlines of the Christmas issue were reserved for a personal message to each boy. The recipient of each copy found his name in bold, red letters in a streamer across page one, with a Merry Christmas a part of the greeting.

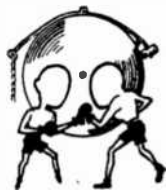
With FRANKENBERGER'S, radio and newspaper advertising go hand-in-glove, and a goodly portion of its newspaper budget has gone to additional promotion for its servicemen's newspaper and its *Sport Page of the Air*. One such promotion: a reprint of a letter



from a serviceman, "Many thanks for Frankenger's Sport Page of the Air. I will pass it to Hitler, attached to a block buster." Details of the free sports newspaper service and time-and-station program data were included in the advertisement.

FRANKENBERGER'S have also built show window displays to exhibit the 7,000 letters from all over the world written to sportscaster Molen. Typical serviceman comment: "It's next to a letter from home. I pass it around among my buddies until it's worn out." Address cards are placed on FRANKENBERGER'S counters for customers to fill out with names of servicemen. And to insure earliest possible delivery, FRANKENBERGER'S have set up a card file to handle changes in address.

Net result: what was just another sports program has become a West Virginia institution, is as much a part of FRANKENBERGER'S as the men's and boys' clothing it sells. While the program hues to the institutional line, will hit pay dirt at war's end, it also serves an immediate purpose. Direct result from radio which was untried and unknown to it four short years ago: FRANKENBERGER'S recently celebrated the biggest day in its history of 83 years. With radio it has also met the transportation shortage, has built up a live-wire mail order department. Adman Roland now ties-up all FRANKENBERGER'S promotions with its radio program.



**AIR FAX:** Nightly quarter-hour sports review is edited by sports reporter Sam Molen. To give color to its pages, sportscaster Sam Molen takes fans *Behind the Sport Headlines*. Five-minute feature deals with some memorable moment in sports.

**First Broadcast:** 1939.

**Broadcast Schedule:** Monday through Saturday, 6:15-6:30 P.M.

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Frankenger's.

**Station:** WCHS, Charleston, W. Va.

**Power:** 5,000 watts.

**Population:** 80,996.

**COMMENT:** Invaluable is the post-war good will built with service features of

this kind which make a tremendous contribution to the morale of the armed forces. These same fighting men of today are the listening audience and the buying public of the future.

## Milling

**SWINGTIME SPECIAL** When WCBI listeners board the *Swingtime Special* with SHAWNEE MILLING Co. at the throttle, there's music and reading matter for everyone on the week-day excursion. When the series first took to the airwaves, fellow-travelers with SHAWNEE were offered free booklets on war heroes for the asking. Program was designed to introduce a new flour in the WCBI market.

Program utilizes opening and closing sound effects to put listeners into the swing of the *Swingtime Special*. Popular music is the fuel used to build up sales steam. Combination of booklet and program have stepped up the tempo of the SHAWNEE drive shaft into the Columbus, Miss., area.

**AIR FAX:** Show is made up of transcribed music.  
*First Broadcast:* June, 1943.

*Broadcast Schedule:* Monday through Friday, 11:45-12:00 (Noon).

*Preceded By:* Woman's College.

*Followed By:* Musical Show.

*Sponsor:* Shawnee Milling Co.

*Station:* WCBI, Columbus, Miss.

*Power:* 250 watts.

*Population:* 15,467.

**COMMENT:** Music to work by has long been a successful late morning pattern for radio advertisers. For sponsors it is an easy and inexpensive short-cut to increased sales.

## Music Stores

**ALBUM OF FAMILIAR MUSIC** Although CKOC listeners in and around Hamilton, Ont., had yet to hear the BAYER ASPHON Co.'s network *Album of Familiar Music*, the local HEINTZMAN RECORD DEPARTMENT had proof that listeners were album conscious. As a tie-in with the network program, HEINTZMAN's offered five record albums to five listeners who could identify "*The Gold-*

*en Voice of Radio*," Frank Munn, the BAYER singing star.

Over a two-week period preceding the first broadcast of the *Album of Familiar Music* listeners heard Munn's voice coupled with spot announcements inviting them to identify the mystery man. On-the-air promotion was supplemented with a HEINTZMAN window display which drew attention to the contest, the albums on sale, and the Hamilton opening of the network program. Passers-by were reminded to tune in the 10:30 A.M. *Treasure Chest of Song*, and the 11:00 P.M. *Starlight Concert* for details.

Those who correctly identified the voice got their names in the hat, and drawings for the five winners took place just previous to the cut-in for the network opening program. Evidence that the album was a treasured thing: during the final week of the contest it drew 484 letters!

**AIR FAX:** *First Broadcast:* January 2, 1944.

*Broadcast Schedule:* Daily, 10:30 A.M., and 11:00 P.M. for two weeks.

*Sponsor:* Heintzman Store.

*Station:* CKOC, Hamilton, Ont.

*Power:* 1,000 watts (d).

*Population:* 155,547.

**COMMENT:** Promotion of this kind undoubtedly helps build a large audience for the network show, but the local sponsor has plenty to chalk up to the credit side of the ledger. It's just such aggressive merchandising that produces radio success stories.

## Newspaper

### WAR WORKERS VICTORY VARIETIES

Men behind the guns now find themselves behind the footlights in Pittsburgh, Pa., on their days off. Extolled in song, posters and bond plugs, these same war workers now get the opportunity to do a bit of singing, dancing and story telling on their own.

Under the stimulus and aegis of the *Pittsburgh Post-Gazette*, leading industries of Western Pennsylvania engaged in the preparation and manufacture of vital war material comb personnel for outstanding amateur theatrical talent, feature it in an hour long *War Work-*

ers *Victory Varieties*. Broadcast over WWSW, the show goes on from the stage of Pittsburgh's venerable NIXON THEATRE.

Ten separate acts representing ten different companies are staged weekly, and the number of audition applicants indicates that most welders and sheet metal workers are crooners and tap dancers at heart. Since workers do any one of three eight-hour shifts, two weekly auditions, one at 7:00 P.M., the other at 9:00 A.M., in the *Post-Gazette* auditorium, give everyone interested a crack at the footlights.

Not only for glory do workers tread the boards. To the three best weekly acts go \$100, \$50 and \$25 War Bonds. Theatre audience ballots determine the winners. Evidence that *War Workers Victory Varieties* is on the Bond wagon: a Treasury Department request to stage two 2-hour Bond shows. A feature of each broadcast is the introduction of the previous week's winners and the presentation of prizes.

*Promotion notes:* broadcast pics are featured in the Monday edition of the *Post-Gazette*. Weekly winners are announced in Tuesday's edition. Broadcasts are open to the public, and tickets are free on request. Workers secure tickets from personnel offices.

**AIR FAX:** Evidence that too many conks don't necessarily spoil the broth: WWSW chief announcer Dave Tyson emceed the show which is scripted by John Wilkoff, produced by John Davis, and versatile emcee Dave Tyson. *Band Aid:* the William Penn Hotel Orchestra of Maurice Spitalny. Series is also broadcast over the Victory Network.

**First Broadcast:** December 12, 1943.

**Broadcast Schedule:** Sunday, 3:00-4:00 P.M.

**Preceded By:** Romantic Hour.

**Followed By:** News and Music.

**Sponsor:** Pittsburgh Post-Gazette.

**Station:** WWSW, Pittsburgh, Pa.

**Power:** 250 watts.

**Population:** 1,072,345.

● What the U.S.O. is to the armed forces, the *War Workers Victory Varieties* is to Pittsburgh, Pa., homefront fighters.

**COMMENT:** Where the area is sufficiently large to guarantee an ample reserve of talent, the amateur show with the industrial worker tie-in is a natural.

## Sustaining

**CANTEEN QUIZ** When soldiers gather at Lowry Field for the Monday night *Canteen Quiz*, every contestant down to the last man has one objective, namely, *Bombing Berlin*. What's at stake: prizes that speak a soldier's language.

An all-military show, the series is a quiz and game combination with audience participation. Ten contestants make up the crew of those intent on *Bombing Berlin*, the game used on the program. Contestant is given a dart to throw at a map. The number on which the dart lands determines the question to be asked, with the number on the map coinciding with the number on the question. Those who miss may or may not get the razzberry, but in any case they rate a booby prize. Theatre tickets and cigarettes are the stock-in-trade.

**AIR FAX:** *Broadcast Schedule:* Monday, 7:30-8:00 P.M.  
*Station:* KMYR, Denver, Col.  
*Power:* 250 watts.

**COMMENT:** Excellent as morale builders among the armed forces, broadcasts of this kind also do a public relations job among civilians, help acquaint listeners with their army post neighbors.





## PROOF O' THE PUDDING

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

### Department Stores

**WHAT'S GOING ON** While listeners may ask *What's Going On*, have the question answered for them on the WICC feature, **HOWLAND'S DEPARTMENT STORE**, Bridgeport, Conn., got the answer before it asked the question. When mikestress May Bradshaw Hays urged her listeners to back the Fourth War Loan, she got a \$1,500 answer in pledges from her one-time plea.

**AIR FAX:** Important current events of local and national interest fill in the five times weekly, quarter-hour slanted toward the distaff side. **Promotions:** strip headlines in the department store's newspaper advertising, and small posters with time-and-station data in the store itself. To cover the local angle on *What's Going On*, representatives for state and suburban news in every woman's club in Connecticut have been appointed.

**First Broadcast:** November 29, 1943.

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

**Preceded By:** Music.

**Followed By:** Music.

**Sponsor:** Howland's Department Store.

**Station:** WICC, Bridgeport, Conn.

**Power:** 1,000 wats (d).

**Population:** 147,121.

**COMMENT:** All to the good are tie-ins with women's clubs, other civic organizations. Department stores have made good use of just this kind of support.

### Department Stores

**THROW A DART** When BERGER'S DEPARTMENT STORE, Utica, N. Y., shoots its radio arrow into the air, it isn't left long in doubt as to where the dart falls. Nor does the WIBX announcer who

throws a dart at an area map of Utica, its general environs, have long to wait for the telephone to ring. Block where the dart lands is announced on the program, and the first resident of that block to call the station gets a free-for-nothing merchandise check from BERGER'S. Listener response per throw is almost 100 per cent successful.

A BERGER check on those who come to the store to claim gift merchandise checks indicates that winners don't call a halt to purchases when the due-bill is exhausted. **Example:** a three dollar prize winner bought 23 dollars worth of merchandise. After 110 consecutive broadcasts, BERGER'S signed a contract renewal to run through the entire year of 1944. **Ripley item:** BERGER'S had never before been sold a radio program, had limited its air activities to spot announcements.

**AIR FAX:** Broadcast five times weekly, the program features prizes each and every day. On the first and second throws of the dart, the merchandise credit is two dollars. To the second persons to call from a given block after each throw go pairs of theatre tickets. Prize on the third throw is three dollars. Avon Theatre passes out the six Annie-Oakleys a day in return for daily mention of its current picture. Dart has fallen in almost every precinct in Utica, New York Mills, Whitesboro and New Hartford.

**First Broadcast:** September, 1943.

**Broadcast Schedule:** Monday through Friday, 11:05-11:15 A.M.

**Preceded By:** News.

**Followed By:** Varied.

**Sponsor:** Berger's Department Store.

**Station:** WIBX, Utica, N. Y.

**Power:** 250 wats.

**Population:** 114,412.



**COMMENT:** Advertiser here has concrete evidence that increased purchases actually underwrite the total expense of the promotion. A daily program of this kind is an excellent method of creating store traffic. The store itself must do the rest.

### Drug Products

**DIXIE MOUNTAINEERS** An *Arkansas Traveler* for the CONSOLIDATED DRUG TRADE, its KOLOR-BAK and PEURNA, are the *Dixie Mountaineers* heard six times weekly over KTHS, Hot Springs, Ark. Returns from a free offer of a dictionary for three KOLOR-BAK carton flaps indi-

cated that the *Dixie Mountaineers* get around, are hail-fellows-well-met. In seven weeks, offer drew over 11,000 pieces of mail. Hill-billies are heard Monday through Saturday in a 5:15 P.M. quarter-hour for the CONSOLIDATED DRUG TRADE.

Not restricted to this one series is the sphere of influence of the *Dixie Mountaineers*. Six times weekly listeners get a 12:15 P.M. quarter-hour with the compliments of the LARABEE FLOUR CO. To pyramid listeners, give the series a good send-off, LARABEE FLOUR placed posters in almost every grocery store in the state, Newspaper and direct mail also stepped up the tempo.

Character who gives the series character is old man Ebenezer Brown, hill-billy sage who watches and waits for every chance to tell listeners how ENRICHED AIRY FAIRY FLOUR can help them with their baking, how KOLOR-BAK and PEURNA are household necessities. In each quarter-hour, Ebenezer gets in a couple of good licks, and the announcer handles the opening and closing commercials.

**AIR FAX:** Larabee Flour has its KTSHS program transcribed, played on KARK, Little Rock, the following day.

**Broadcast Schedule:** Monday through Saturday, 12:15-12:30 P.M.; 5:15-5:45 P.M.

**Sponsor:** Larabee Flour; Consolidated Drug Trade.

**Station:** KTSHS, Hot Springs, Ark.

**Power:** 10,000 watts.

**Population:** 21,370.

**COMMENT:** Properly planned, proof-of-purchase offers are often self-liquidating, frequently build up a nice nest-egg for future promotions. They also give advertisers an indication of the depth and breadth of the penetration of their sales messages.

## Finance

**FIVE O'CLOCK FINAL** After the NATIONAL BANK OF WASHINGTON, Tacoma, Wash., had had the last word on its *Five O'Clock Final* for 12 months, it decided that public service was a job that is never done; NATIONAL renewed for another 52-weeks. In its simon-pure institutional campaign over KMO, NATIONAL's news round-up is almost entirely devoid of commercials. Brief opening

and closing credit lines give credit where credit is due. Center commercial is usually given over to War Bonds, Red Cross, other phases of the war effort.

**AIR FAX:** Newscaster Verne Sawyer presents the six times weekly news round-up from the war, national, local and regional news fronts.

**First Broadcast:** September 14, 1942.

**Broadcast Schedule:** Monday through Saturday, 5:00-5:15 P.M.

**Preceded By:** Network.

**Followed By:** Superman.

**Sponsor:** National Bank of Washington.

**Station:** KMO, Tacoma, Wash.

**Power:** 5,000 watts.

**Population:** 109,408.

**COMMENT:** To establish and maintain public trust and confidence is the main problem which confronts financial institutions. With a news program the advertiser doesn't have to resort to long-winded commercials to achieve that objective.

## Furriers

**SLOGANAIRE** For almost nine years, the ROYAL FURRIERS, Keene and Bellows Falls, N. H., has put its money on radio, backed its radio offerings to the hilt, but



when *Sloganaire* rolled off the WKNE program assembly line, ROYAL FURRIERS found it really had something to back. In stops made on business trips in adjacent towns, owner A. N. Fine has yet to find a radio home where the jackpot program isn't on the regular tune-in schedule.

**AIR FAX:** Jackpot program interspersed with music is heard three times weekly. Title derives from listener come-on of slogan which involves sponsor's name, address of his two stores, telephone numbers, or features apropos to the fur season, i.e., storage, repair, or what have you.

Listeners start to play the easy game with the big cash return as soon as the program hits the air. So

gan changes each day, is announced with the theme music fade-out. Selection from a telephone book for the Twin States region determines what lucky listener gets the telephone call. One spin of the wheel determines the page of the telephone book from which the call is made. The second spin determines whether names will be selected from right or left hand columns. Third and final spin of the wheel fixes the number of phone numbers counted down the page to determine who gets the actual call. Not included are business telephones. Slogan is given five times during the quarter-hour. Only one call is made.

If the person who takes the call knows the slogan of the day, he wins the jackpot. Consolation prize if he misses the slogan: a gift certificate which entitles him to a free hat. Two 100-word commercials carry the sponsor's message.

**First Broadcast:** February 8, 1943.  
**Broadcast Schedule:** M-W-F, 5:30-5:45 P.M.  
**Preceded By:** Jimmy Allen.  
**Followed By:** Keep Home Fires Burning.  
**Sponsor:** Royal Furriers.  
**Station:** WKNE, Keene, N. H.  
**Power:** 3,000 watts.  
**Population:** 13,832.

**COMMENT:** In programs built around the advertiser's merchandise almost every word constitutes a commercial. Cash prizes need not be too great a strain on the wallet to build up a large audience following.



## Furriers

**SONGS IN MY HEART** Big business finds that music to work by is one way to step up production. What the tycoons have just begun to practice has been common knowledge among Spokane, Wash., housewives for twelve years. For the lady of the house engaged in the week's mending, ironing or what have you, the SPOKANE FUR CO. has given voice to *Songs in My Heart* for more than a decade, over KHQ.

**AIR FAX:** Classical orchestral music is featured on the thrice weekly disc quarter-hour.  
**First Broadcast:** 1942.  
**Broadcast Schedule:** M-W-F, 4:00-4:15 P.M.  
**Preceded By:** News.  
**Followed By:** Home With Susan.  
**Sponsor:** Spokane Fur Co.  
**Station:** KHQ, Spokane, Wash.  
**Power:** 5,000 watts.  
**Population:** 117,414.

**COMMENT:** Twelve years on the air with the same show is something to put in one's pipe, smoke! It's another brick in the best possible foundation for radio advertising: consistency.

## Grocers

**FROM A TO Z IN NOVELTY** While it sometimes takes all the tricks of the trade to move a product from the grocers' to consumers' shelves, there's also an art to getting that product on the grocers' shelves in the first place. To do just that for its 11-ounce CORN FLAKES, the KELLOGG Co. teamed up with WAGA, Atlanta, Ga. The combination more than pulled its weight. District sales manager A. V. MacLean made this report to the nation: representatives sold 92 stores out of 154 contacts. Of this group, 31 had not previously stocked the package. Twice as many CORN FLAKES were moved from the warehouse as had been moved in an average 30-day period during the year!

While the radio program goes *From A to Z in Novelty*, promotional activities follow the same pattern. In cooperation with the ATLANTA SAVINGS STORES, INC., and the QUALITY SERVICE STORES,

WAGA gets behind a dual promotion of selected food items. Each week, a WAGA-advertised product and a private-label item are jointly promoted through a three-a-week quarter-hour program, newspaper advertising, displays and posters. Stores tie-in the two items with their newspaper ads, also back the plan in the weekly bulletin which goes to the 200 member stores.

**AIR FAX:** **Broadcast Schedule:** M-W-F, 11:15-11:30 A.M.  
**Sponsor:** Atlanta Savings Stores, Inc.; Quality Service Stores.  
**Station:** WAGA, Atlanta, Ga.  
**Power:** 1,000 watts.  
**Population:** 360,692.

**COMMENT:** A program worth buying is a program worth promoting. Advertiser who coordinates his promotional efforts is certain to get greater returns than those who follow a hit-or-miss policy. Since repetition is the stuff of which sales are made, concentration on specific items over a period of time is one effective device for expanding the market.



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# 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.

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## Department Stores

**NEWS OF THE WORLD** "For a number of years WAPI has been getting the larger part of my radio appropriation. When a WAPI salesman approached me with reference to *News of the World*, I had my doubts that a program of this nature could do a merchandising job for our particular type of store. I am glad to say that my objections were overruled. This program has done a thorough job of selling merchandise and building good will!

"The program has promoted men's wear; shoes for men, women and children; special storewide events, and new departments such as the cleaning and pressing department. In this one instance alone, the response was so terrific that I was forced to take our hat cleaning department off the air.

"Our women's ready-to-wear department has done an outstanding job of selling. Through the medium of this program, we were able to establish a higher price dress for volume sale than we had ever been able to before. While we had formerly gone all out for volume business on dresses for \$1.89 or two for \$3.69, *News of the World* established and sold our \$5.99 and \$8.95 dresses. Today we are realizing a gratifying volume on higher priced merchandise."

**S. S. GRIFFIN**  
Merchandise Manager  
Pizitz Bargain Basement  
Birmingham, Ala.

**AIR FAX:** Program here is a network feature available for local sponsorship.

**Broadcast Schedule:** Monday through Friday, 7:00-7:15 A.M.

**Sponsor:** Pizitz Department Store.

**Station:** WAPI, Birmingham, Ala.

**Power:** 5,000 watts.

**Population:** 267,583.

**COMMENT:** Wisely, sponsor here doesn't try to cover the entire store, limits itself to specific departments. (For a complete story on the radio activities of this department store, see *RS*, January, 1942, p. 6.)

## Dairies

**WE'RE HAVING A BABY** "Many favorable comments have been received from the new mothers and many more from their friends and relatives. This program is ideal for an interest stimulator and for general consumer acceptance promotion.

"We have redeemed about 80 per cent of the cards sent out to the new parents, and many of them have sent us letters expressing their appreciation. We redeem these cards only through two local druggists who handle our ice cream, and they also benefit and appreciate this angle of our program.

"With the shortages of milk and ice cream this past year, we can't really judge what the program would do in normal times. Suffice to say, we expect to keep the program going as long as we can."

**H. A. OLSON**  
Manager  
Fairmont Creamery Co.  
Fremont, Nebr.

**AIR FAX:** A 10-minute program broadcast at 9:15 A.M., Monday through Saturday, *We're Having a Baby* features news of blessed events within the last 24-hour period. Local hospitals help KORN keep up with the activities of the bird with the long legs. Hints on child care are also a part of these tips to the wise. To each set of new parents goes a coupon entitling the family to one quart of ice cream, with the compliments of the sponsor.

Since Fremont's Fairmont Creamery deals almost entirely with homogenized milk, commercials present data on homogenized milk and its value for children. Seasonal factors put the emphasis on ice cream in the good old summertime.

Plugs in the local newspaper two weeks in advance of the first broadcast got listeners primed for the low-down on stockland activities. Theme song: *We're Having a Baby*.

First Broadcast: July 14, 1943.  
 Broadcast Schedule: Monday through Saturday, 9:15-9:25 A.M.  
 Preceded By: News.  
 Followed By: Q. A. Club.  
 Sponsor: Fairmont Creamery Co.  
 Station: KORN, Fremont, Nebr.  
 Power: 250 watts.  
 Population: 11,862.

COMMENT: In smaller communities where vital statistics are vital indeed, a program of this kind is almost certain to build up a tremendous listening audience. An 80 per cent return speaks for itself!

### Hardware Stores

GARDEN GUIDE "The radio advertising for our products has made many sales and a host of friends for us. It has also given the public confidence in our store and the advice we give."

A. B. CHURCHWARD  
 Manager  
 Washington Hardware Co.  
 Tacoma, Wash.

AIR FAX: Garden Guide for KMO listeners is garden-wise Gail Clark. Daily quarter-hour takes up various phases of home gardening, keeps listeners posted on what, when and how to plant. With reason do Budget Sound housewives also call once Clark housewife. In addition to her morning quarter-hour, she also presents a Shopping Around column-of-the-air, with pointers for happier living, better ways to run a home, other chit-chat dear to the feminine listener. Each program follows the participation format with sponsors limited to three.

First Broadcast: February 5, 1943.  
 Broadcast Schedule: Monday through Friday, 10:15-10:30 A.M.  
 Preceded By: News.  
 Followed By: Luncheon with Lopez.  
 Sponsor: Washington Hardware Co., others.  
 Station: KMO, Tacoma, Wash.  
 Power: 5,000 watts.  
 Population: 109,408.

COMMENT: While participation programs have earned their reputation for sponsor results, the advertiser should determine in advance whether sponsorship is restricted. A show over-stocked with sponsors butters nobody's bread.



## JOHNNY ON THE SPOT

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

### DOUBLE-CHECK CLICK

When the FALLS CITY AUTO EXCHANGE called in WPAT specialists, it got its face lifted before it made its first bow to the radio public. What started out as the nickname of Bady Joseph, president of the firm, ended up as the basis for a catch slogan on the air. Forgotten was FALLS CITY AUTO EXCHANGE. In its place listeners were told to "Check with Chick" for new and used cars, and signs over the firm's headquarters were changed to conform.

Response was immediate. Seven times daily, six days a week, listeners were reminded to "Check with Chick." Frantic was the manager of the telephone company whose information board was swamped with requests for the "Check with Chick" telephone number. Within 36 weeks the firm had expanded its quarters three times. With business showing a 400 per cent increase the Paterson, N. J., automobile firm signed a 52-week contract!

### SMILE THE WHILE

To laugh, have the world laugh with it, the TEXCEL CORP. compiled a booklet of army and navy humor, offered it free to WAGA listeners, Atlanta, Ga. In a four-week campaign, listeners got 120 offers of the laugh-book. Many times that number was the response to the 30 weekly announcements. Total requests for the scrapbook: 13,559! Cost of the promotion figured approximately six cents per request.



# RS BIZ-Q

Address: Radio Showmanship Magazine,  
1004 Marquette, Minneapolis 2, Minn.

RADIO SHOWMANSHIP would like your cooperation in its survey of radio trends. Will you list your outstanding locally-sponsored program or your best announcement campaign now on the air? Make your selection on the basis of popular interest, results and public acceptance. *Don't* worry about spoiling your copy of this issue . . . we'll send you another.

NAME OF PROGRAM .....  
Station ..... Power ..... Location .....

### SPONSOR INFORMATION

NAME ..... Executive in Charge .....  
Type of Business ..... Location .....  
Previous Radio Activities .....  
Percentage of radio advertising used, compared with other media .....

### PROGRAM INFORMATION

TYPE OF PROGRAM ..... Date of First Broadcast .....  
Broadcast Schedule .....  
Program Description .....  
Other Programs Used? .....

### INFORMATION ON COMMERCIALS

DESCRIPTION OF COMMERCIALS .....  
Total number of commercials ..... Length of Each .....  
Appeal Directed To? ..... Live or Transcribed? .....

### PROMOTION INFORMATION

HOW WAS PROGRAM SOLD TO THE PUBLIC? .....  
Radio ..... Newspaper ..... Direct Mail .....  
Point of Sale Displays ..... Window Displays .....  
What merchandising tie-ins, or special program stunts such as prizes or contests have been used? .....  
How was the program sold to the trade? .....  
Is program promoted within the sponsoring company? .....

### RESULTS

Business Growth .....  
Sales Increase ..... Mail Pull .....  
Response to Giveaways, etc. ....  
Survey Ratings .....  
Sponsor's attitude toward radio as an advertising medium .....

SUBMITTED BY ..... ADDRESS .....

