



JANUARY 1946

25c
30c IN CANADA

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AND MANY OTHERS

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- Frederic Damrau, M.D. 31
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Say You Saw It in
Radio Showmanship, PLEASE

THIS ISSUE READ BY			
RADIO		BUSINESS	
General Manager	<input type="checkbox"/>	General Manager	<input type="checkbox"/>
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YOUR BUSINESS AT A GLANCE

★ A Quick Index to What Others
in Your Business Field Accomplish
Through Broadcast Advertising.

*Articles and services in
Radio Showmanship
are classified by
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*Whatever your business, the basic idea of any one
of these programs may be adapted to it. Read them
all, then file for future reference. We try to fill orders
for back issues if you need them for a complete file.*



PUBLISHER

Don Paul Nathanson

EDITOR

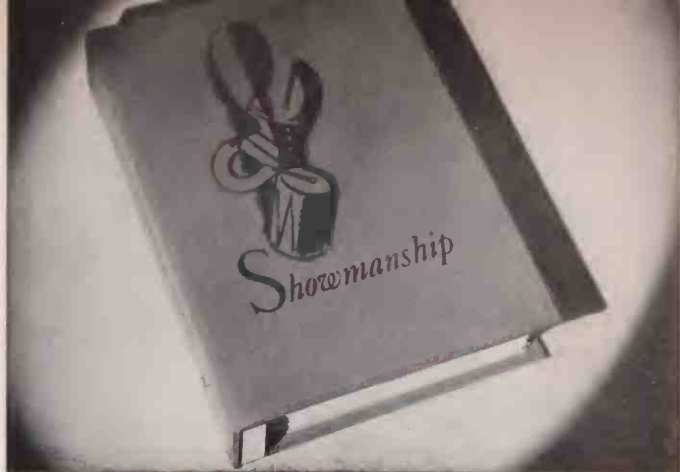
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SUBSCRIPTION RATES: United States and possessions, \$2.50 one year; Canada, \$3.00. Single copies—25 cents. Canada—30 cents.

CHANGE OF ADDRESS should be reported to Radio Showmanship Magazine, 1004 Marquette, Minneapolis 2, Minn., three weeks before it is to be effective. Send old address with new.

Ladies and Gentlemen
**AMERICA'S FUNNIEST
HUSBAND and WIFE!**

**"EASY
ACES"**

**NOW
TRANSCRIBED**

for local sponsorship

- 13 years coast to coast
- 9 years for one sponsor
- 520 episodes available

15 minutes of fun and laughter

FREDERIC W.

ZIV

COMPANY

2436 Reading Road
CINCINNATI, OHIO

New York

Hollywood

CLAIMS TO FAME

To help create greater understanding of radio's contribution to community life, this series will highlight the development of stations who subscribe to RADIO SHOWMANSHIP for their advertisers in various parts of the country.

SALUTE TO KOA

KOA was founded on December 15, 1924 and on its tenth anniversary moved to its present location with offices and studios in Denver's Radio City at 1625 California street and to a new 50,000 watt transmitter in Aurora, a suburb of Denver. KOA is the only 50,000 watt station for 500-700 miles in any direction.

KOA is the only station between Chicago and the west coast whose news room is equipped with the direct wire of all three of the world's greatest news services, AP, UP and INS.

KOA is the only Denver station maintaining a house orchestra. The *KOA String Ensemble* under the direction of Milton Shrednik, nationally known for his work in music circles, originates six programs to the NBC network each week, in addition to several local programs.

KOA has inaugurated as a public service feature a round-table discussion program entitled *When the Boys Come Home*, which is broadcast every Friday at 9:45 P.M. This program is designed to give reliable information to our returning veterans. Leaders of business, government and veteran affairs are present each week to give authentic answers to questions concerning veterans' rights and opportunities.

KOA has a lot of good live talent: *The Men of the West*, male quartet under the direction of Milton Shrednik; Ivan Schooley, baritone; Andy Gaaney, baritone; Janet Fee, lyric soprano; Norma Lee Larkin, contralto; *Happy Jack* Turner, piano-playing singer; Lora Price, women's advisor; Hal Renollet, the Mile High farmer; Shorty, Sue, Sally and the Boys, western singing and instrumental group; David Eisenberg, violinist; Milton Shrednik, pianist and director of the KOA string orchestra around which KOA's musical programs are built.

KOA serves its large rural audience through its *Mile High Farmer* program every morning from 6:00 to 6:30, featuring Hal Renollet, director of agriculture for KOA. Hal visits the farmers and personally discusses their problems with them. The listener's interest in the *Mile High Farmer* program and their confidence in Mr. Renollet is expressed by mail received from 25 states and 2 provinces of Canada.

Among awards won by KOA are: The Merit Award presented by General Electric to the NBC operated station maintaining the most nearly perfect operating record for the year 1943.

For the fourth time KOA won coveted Billboard awards in their Eighth Annual Radio Station Promotion Survey. KOA won second place for overall promotion in the clear channel network affiliates division, and in the sweepstakes between all owned and operated stations of the networks KOA came in third.

KOA's oldest consistent advertiser started its advertising campaign with KOA in 1924 and has been with them ever since! Proof enough that KOA offers complete satisfaction to its advertisers.

▶▶ *Program structure must meet changing needs and demands of the public, regardless of who builds programs, if radio is to continue to grow in stature, perform maximum public service, says the vice president and general manager of the Mutual Broadcasting System.* ◀◀

Stand In Good Conscience!

by **ROBERT D. SWEZEY**, general
manager and vice president,
Mutual Broadcasting System



RADIO broadcasting has now reached its twenty-fifth anniversary. It has achieved in that quarter century a certain technical and operational maturity but it seems to me that it still lacks a complete consciousness of its responsibilities as a business affected with the public interest. There is still too much inclination to follow the old tried and true patterns and to avoid unpleasantness at any cost. It faces the peril of becoming so complacent and stodgy that it will not be able to meet the changing needs and demands of the public.

It is very easy, I know, to criticize program structures. It is extremely difficult, I also know, to improve them. However, it is alarming to me that with all the brains and ability we have in this industry there is such a paucity of fresh program ideas and new talent.

Can it possibly be true that we can count on the fingers of one hand those people out of our 130 odd million Americans who are capable of being top radio comedians? Can it be true that there are only a dozen or so possible successful program formats? Does it honestly seem to you that the far renowned American initiative, imagination and ingenuity are being amply displayed in our radio broadcast service? I can't see it.

It is often said in government circles

and others that the advertising agency and other program-building groups have taken over too much control of radio programming so that the radio stations are not taking any active part in determining their program structures but sit back passive as Buddhas accepting fat checks and letting the agents of soap and cereal manufacturers romp at will on the ether. Those allegations do not alarm me.

PUBLIC BE SATISFIED!

It seems to me that in radio just as everywhere else real ability will come out. If the advertising agencies are able and willing to build the best programs they will do it. If the networks and stations are capable of doing a better job, by a process of natural selection the job will be theirs to do. So far as the observance of the public interest, convenience and necessity is concerned, it makes no difference who builds the programs so long as they are good programs.

However, since the advertising agencies and other program-building groups have admittedly taken over the responsibility of producing a large share of our present-day broadcast schedules, they

have inherited another responsibility to see that the shows they build not only satisfy their client but satisfy the public as well. It can, of course, be said that the client will not be satisfied unless the public is satisfied because the client should obviously be attempting to secure the largest possible audience.

STRANGELY enough though, there are certain clients who seem to be too easily satisfied. If a show gets a fairly decent rating there is a tendency on the part of agency, client and facility to sit back and let it go at that rather than to make a real attempt to improve the program or substitute a better one for it. The consequence is that year after year certain programs go on the air without ever realizing their full potential and others continue which should have long since been off the air. This seems to be largely due to inertia and timidity, the nothing ventured, nothing lost approach.

Radio is, of course, continually being criticized by someone for something, and much of that criticism from my point of view pertains to relatively inconsequential matters. The tremendous dispute about the so-called *plug-uglies* and middle commercials concerning which hundreds of thousands of words have been written *pro* and *con* seems to me a tempest in a tea pot. I think there are many commercials which are not in the best of taste and others which are overly aggressive or dreary. There are many of them which could not sell anything to me as a radio listener and which, as a matter of fact, tend to have the opposite effect.

I PERSONALLY dislike middle commercials in news programs and in other forms of programs but they don't drive me into a white heat of rage and resentment. The form of the commercial which we hope will be gradually improved in the instances where it needs improvement does not concern me nearly as much as the substance of the program. What you want to get as a radio listener is a variety of good, rich program material.

From time to time there is talk in this

country of the government's taking control, complete or partial, of the programming of our radio system. If I honestly felt that that would improve radio I hope I would have the courage and independence enough to support any such movement. On the other hand, it is my complete conviction that any such move would be disastrous not only to radio but to the American public as well and its democratic scheme of life. Even under the most favorable government-controlled conditions that kind of radio is just not for us.

NO, we do not need more government control. What we need is more self-control, and more straight-thinking and aggressive leadership in both our program and policy operations.

WHAT IS PUBLIC SERVICE

We sorely need to eradicate some of the false impressions which have somehow or other gained a foothold in the industry and the public mind. We need to get rid of some of the old concepts and definitions. For example, what is a public service program? A public service program quite obviously, it seems to me, may be either commercial or sustaining, musical, dramatic, entertaining or instructive. It is any program which is of real service to the public. Yet, to many people inside and out of the industry the term *public service* has come to mean a dull, dreary speech or pick-up broadcast which a station would not carry unless some element of the public put the bite on it to do so. A public service program is obviously just the converse of that.

Some people seem to have the totally erroneous impression that a program which has a large element of public service in the true sense of the word loses all of its virtue when it becomes sponsored. That is patently untrue. The performance of a symphony orchestra is of no lesser quality merely because someone other than the station or network carrying it is paying for the cost of the broadcast. The same thing is true of any other type of program, including forum and commentator programs.

In order to determine whether a program, commercial or sustaining, is actually serving the public, we have obviously, in the first place, to determine what the public thinks about it.

WE all know that there are always a few people who have decided views upon all sorts of issues and who are at the same time extremely vocal and prolific of correspondence. These people are in a decided minority.

The great mass of the public is silent and uncommunicative. It takes real effort to get any response from it and frequently the response received is not as coherent as we should like to have it, but in spite of its inertness and its failure to volunteer information to us, it is, nevertheless, listening and thinking. It is up to us to find out what and how it is thinking because to such a large extent it constitutes the people we serve.

THE NON-WRITING PUBLIC

The people who really concern me are the hundreds of thousands, the millions, who don't write letters to the Federal Communications Commission, to the broadcaster, to the advertiser or to anyone. What do they do when the singing commercial comes on? Do they turn it off? Do they sit back in perfect bliss, tap the floor and enjoy it? Do they rush out and buy the product it advertises? Or do they just sit there and let it go through one ear and out the other?

IT is terribly important for us to know. We profess to serve the public, the whole public, not a small vocal segment of it. The closer we get to knowing what the majority of the people of all groups and classes think about our programs and our commercials the farther we get from the danger of being stampeded by a vociferous minority.

It doesn't seem to me we can over-emphasize the essentiality of determining the public's desires and needs in radio programming. We must have the facts and figures at our finger tips. How can we possibly assert that we are fulfilling those desires and needs if we don't have a very clear conception of what they are?

WHO RULES LEAST!

I believe our industry is young enough and vital enough to move toward its own self-improvement without being prodded or whipped toward it. There is already considerable agitation for all types of legislation to restrict and control program material. Much of the legislation proposed, if enacted, would for all intents and purposes emasculate radio. There is even talk of legislating good taste into commercial announcements which is just about as practicable as attempting to legislate polite table manners in a dining car.

IT seems to me that it quite apparently behooves all of us, advertisers, agencies, networks and stations, to engage upon a much more intensive study of our audiences and the program materials we are furnishing them. I, for one, believe we are falling far short of our potential. I think we have been much too easily satisfied. On the other hand, I am convinced, that our deficiencies are not nearly as black as one would have them.

The chairman of the Federal Communications Commission, in an article in the American Magazine, closed it with this parting thought: "There is a saying about 'putting your own house in order, before the law does it for you with a rough hand.' It is an old, trite saying, but still true, as many a proud industry, from the railroads to the stock exchanges, knows to its sorrow." There is another older and more trite saying which a lot of us used to consider rather sound but during the last few years has for some reason or other become rather unfashionable. That saying went something to the effect, "He rules best who rules least." That maxim, as applied to a democracy, obviously means that the laws which are the creation of the people should not be passed needlessly to limit the freedom of the people.

I say that we should look conscientiously and steadfastly at our house. Let us put it in order as we find it needs to be put in order and then let us stand in good conscience and defend it.



They Sing Its Praises!

*Dignified Restraint Distinctive
Commercial Angle for Duquesne*

THEY sing its praises! That's literally true. Folks in all walks of life harmonize with the *Duquesne Chorus* every Friday evening on the strains of one of the most familiar radio signatures, "*Duquesne, Duquesne . . . The Finest Beer in Town!*"

Radio has played a major role in building sales for DUQUESNE. The DUQUESNE BREWING COMPANY's faith in radio has been handsomely rewarded through the years, and the story of how radio has built consumer acceptance for DUQUESNE PILSENER is a colorful one.

The radio staff of WALKER & DOWNING ADVERTISING AGENCY, working closely with the DUQUESNE BREWING COMPANY officials, have plotted a radio course that embodies the policy of "*long on entertainment—short on commercials.*" The selection of radio fare has always been based on the belief that "*The Finest Beer in Town,*" should always be represented on the air by the finest obtainable entertainment talent. Knowing that restraint and dignity in the use of commercials is

the exception rather than the rule, DUQUESNE programs have been distinctive for their use of short sponsor messages.

BRIEF COMMERCIALS

HEREWITH are examples of DUQUESNE's use of radio which highlight the variety and forcefulness of DUQUESNE's appeal



● Melody magic in modern mood ●

to listeners. Year after year these standard features have been winning higher and higher ratings, providing more and more information and entertainment.

Each Friday evening at 7:30 P.M. on a network of stations in West Virginia, Ohio and Western Pennsylvania, including three 50,000 watters, KDKA, WWVA, and WTAM, the *Duquesne Orchestra and Chorus*, directed by Bernie Armstrong, and soloists Betty Ellen Morris and Howard Price, present one-half hour of melody magic in the modern mood. It's a tuneful parade of favorites old and new, music that appeals to all ages, all classes, all tastes.

ONE of the most delightful elements of the program is the fact that the music flows continuously. It is never interrupted for a commercial message until the conclusion. Even at the end of the program, the sponsor's commercial is a brief one, averaging between 40 and 50 seconds. This judicious use of commercials has paid rich dividends in listener acceptance, for the program has a Hooper rating which outranks many major network musical productions.

QUALITY AND PRESTIGE

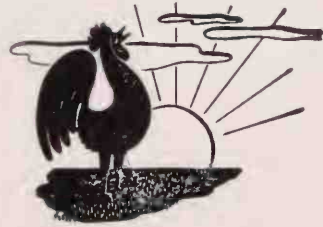
As the standard bearer of the DUQUESNE name on the airwaves, the *Duquesne Show* reflects the quality and prestige of the product it represents. Now entering its seventh year on the air, the *Duquesne Show* is a credit to its sponsor and to the advertising agency whose responsibility it was to build the program and maintain its standard of excellence.

As another example of how DUQUESNE has used radio adroitly is the program *Duquesne Hunting and Fishing League of the Air*, featuring Harris Breth, famous outdoors writer and sportsman. Each Saturday evening to the strains of *A Hunting We Will Go*, DUQUESNE greets the outdoor sportsmen of the Tri-State area over KDKA with a service program packed with information, news, anecdotes, human-interest stories and highlights of sporting club activities all over the territory. There have been

scores of examples proving listener loyalty to Harris Breth in mail responses to merchandising campaigns over a period of almost seven years during which the *League* has been on the air. On every program the spotlight is always on the sportsman, his problems, and features of interest to him. DUQUESNE commercials are always at the end.

COMPREHENSIVE COVERAGE

DUQUESNE has adhered to a rigid policy of backing up the wholesale and retail distributor of its quality beer with strong, acceptable, comprehensive advertising coverage. In the realm of radio, this policy has dictated the acquisition of radio time strategically spotted to amass the greatest number of listeners with programs that gain the largest de-



gree of consumer approval. Throughout the DUQUESNE territory close to 200 separate air programs are broadcast each week over a score of stations. Usually the same brief, dignified commercial message is used on all outlets for an entire week. The result is a cumulative impact which is the strongest of sales tools.

MONEY-BACK guarantees have been part and parcel of consumer appeal since advertising began, but the DUQUESNE BREWING COMPANY was the first to guarantee its beer to please or money back. Since the day that the DUQUESNE BREWING COMPANY placed a guarantee on its beer, the sales have climbed steadily until today DUQUESNE PILSENER is the largest selling and most popular beer in the entire state of Pennsylvania, one of the outstanding beers of the nation!

Hymns of All Churches

*Twelve-Year Old Net Series
Again Expands Its Audience,
Is Now on Both ABC and NBC
for General Mills Products*

IN Cincinnati, a dozen years ago, a small 15-minute spot program went on the air for GENERAL MILLS. A program of hymns, it was out of the ordinary class of commercial shows then. Nobody knew whether it would live or not.

Today, the same show, generally unchanged in its appeal and format, is one of radio's best-known and most-loved programs, broadcast over approximately 180 stations of the AMERICAN BROADCASTING SYSTEM as a key part of its morning radio fare, and an early afternoon feature over the facilities of the NATIONAL BROADCASTING COMPANY. Featuring one of radio's best choral groups, the program regularly presents the old favorite hymns of every creed. Its host is Franklyn MacCormack, whose sensitive readings of familiar poetry and thought have been a feature of the program for years.

This splendid choir has won many of radio's coveted awards for excellence. One of the most recent was the award of the Citation of Distinguished Merit from the Conference of Christians and Jews.

PERHAPS one of the major reasons for the continuing success of this program lies in the high musical standards it has

maintained over the years. Its singers are well-known concert artists who have been heard with such famous orchestras as the Chicago Symphony Orchestra, and in opera. Indeed, Marjorie Mayer, mezzo soprano of the group, has just returned from a long engagement with the San Carlo Opera company through the United States and Canada. Her performance of the leading role in *Carmen* was so highly successful in New York that the Rockefeller Center Theater not only sold out the standing room in the theater, but had to turn hundreds away.

Featured men singers include Bruce Foote and William Miller, whose outstanding radio and concert work is well known.

At the special request of the War Department, the *Hymns of All Churches* choir provided recordings of more than 400 favorite hymns for the men in the services.

MUSIC BY REQUEST

BY curious coincidence, a tabulation of soldier mail to the program shows that hymns with a martial setting are high on the preferred list of American soldiers, with *Onward Christian Soldiers* ranking highest. Others competing for runner-up positions include *Mary, Help Our Valiant Soldiers*; the melodic strains of *In the Garden*; the inspirational rhythms of *The Old Rugged Cross*, and the majestic old favorite *Lift Up Your Heads, Oh Ye Gates*.

Included in the recordings sent to the fighting fronts of the world were the best-loved hymns of every creed and race, from time-honored tunes so old their composers have long since been forgotten, down to modern hymns such as the



● *Hymns of All Churches* choir heard regularly over the ABC and NBC networks. Director is Fred Jacky. Narrator is Franklyn MacCormack, whose readings of familiar poetry have been a feature of the program for many years.

Robert Bay Mellott setting of *The Lord's Prayer*.

Assembling the hymns to be sung was comparatively easy work for the choir, which for 12 years has built and maintained what is probably the largest hymn repertoire in the country. As its millions of listeners have known, the choir presents precisely what its name implies: the favorite sacred songs of all faiths, chosen by public request. An analysis of the increased mail received on the program indicates that it is as eagerly listened to by soldiers in the South Pacific, as by lonely, troubled civilians waiting at home.

WELCOME INTERLUDE

IN addition to the beautifully sung hymns, this program brings listeners

brief and inspiring bits of poetry, some of which has been composed by listeners; many of these poems, too, are repeated by popular request. They are read by Franklyn MacCormack, who also acts as narrator for the program.

TODAY the 12 year popularity of this inspirational program is reaching an all-time high, as more and more listeners tune in the *Hymns of All Churches* program for a welcome interlude of peace and contentment.

The *Hymns* program has been under the uninterrupted sponsorship of GENERAL MILLS, INC., Minneapolis, Minn., for the past 12 years. Products featured include CHEERIOS, KIX, SOFTASILK CAKE FLOUR and GOLD MEDAL KITCHEN-TESTED FLOUR.

DANCER-FITZGERALD-SAMPLE, INC. handles the program, which is broadcast Mondays through Thursdays from Chicago.

Gallo Wines

The Hit Show of the Year

See Your Local
Paper for Time
and Station



Brings You

KENNY BAKER
DONNA DAE
JIMMY WALLINGTON

on the
Sincerely Yours

PROGRAM

Sincerely Yours!

All-Out Merchandising and Promotion Campaign Directed Both At
Dealer and Consumer Launches Radio Show for the Gallo Wine Co.

by S. M. WATT, president, Gallo
Wine Company, Los Angeles

LAUNCHING a radio program is like mailing a package. When I was a youngster at home, I can remember the thrill of helping my mother pack and wrap birthday boxes to my older sister and brother who worked in a distant city. When the gifts had been tied and addressed, I would accompany my mother to the branch post-office while she filled out a mysterious slip and counted out the required coins for the man behind the window. Then she was given another tiny slip which she carefully tucked into her purse and I can still hear her saying, "Always remember, dear, any package worth sending is worth insuring."

That lesson has lingered with me and

I have found it invaluable in my business life. Any project worth embarking upon is worth doing right. Full promotion was the principle upon which the E. AND J. GALLO WINERY, Modesto, California, inaugurated *Sincerely Yours*, a transcribed program of songs produced by the FREDERIC W. ZIV CO. and featuring Kenny Baker. Kenny Baker rose to prominence on the *Jack Benny* show several seasons ago, covered himself with more glory on the *Fred Allen* program, and earned the acclaim of Broadway critics and public alike when he appeared with Mary Martin in *One Touch of Venus*. Donna Dae, young songstress formerly with *Fred Waring*, shares vocal honors with Baker and the *Buddy Cole Trio* furnishes the accompaniment. Jimmy Wallington, veteran master of ceremonies, completes the cast. The program, scheduled three times a week on leading stations throughout the country, consists of Baker's informal response to requests for ballads and popular hits

and follows the letter format suggested by the title *Sincerely Yours*.

AFTER selecting the most advantageous stations in the areas in which GALLO WINES have greatest distribution, we signed the contracts and proceeded to announce our new radio program to jobbers, salesmen, and dealers, as well as to the beverage trade and general public.

On the day the show started in the various areas, we had a live, pedigreed Persian kitten delivered personally to the office of each jobber. Tied to the neck of each kitten was a card reading "Just Call Me Gallo." A card attached to the box containing the kitten was captioned "It's the Cat's." It announced GALLO WINES' new show with time, days and name of local station carrying it. Streamers, easel signs, bottle collars, stickers and letter enclosures with the same information were distributed to dealers to promote listening and stimulate sales.

Stories went out from the publicity department of our agency, JOHN FREIBURG & Co., ADVERTISING, Los Angeles, to radio stations on our schedule and beverage trade journals, also. Glossy prints of Kenny Baker, Donna Dae, Jimmy Wallington, and Buddy Cole accom-

panied these initial stories. Follow-up stories with different poses are being dispatched regularly with the suggestion that the material be incorporated in station program restunes and forwarded to radio columnists in each locality. Care is taken in labeling the pictures so that they serve of maximum benefit in lobby and window displays the stations may arrange on their own initiative. Mats and proofs of ads were also supplied the stations, as well as three-minute wine cookery scripts adaptable to home-makers' programs. These are sent the stations for use only with the provision that GALLO WINES be credited. Of course, our publicity department also supplies radio columnists in the various areas with fresh material on the stars of *Sincerely Yours*; a mailing list of these columnists was obtained through a questionnaire sent to each station. The shortage of newsprint and other causes have curtailed the activities of radio columnists to a certain extent but they are coming back into the open, and we felt the best way to discover them was to canvass the stations themselves. Lastly, we requested announcement plugs wherever possible and station promotion reports by the month. Through these reports, we have a measure of the station's interest for future reference when we come to buy time for other radio programs.

PAID advertisements in newspapers and car cards in busses and streetcars were direct methods of advising the listening public of *Sincerely Yours*.

What were the results? Written and word-of-mouth reactions from our representatives throughout the country have been gratifying. The volume of fan mail forwarded to us has exceeded our expectations, and a Hooper survey, taken after the program had run only a month in a certain city, showed a sizable listening audience, directly reflecting, we feel, our efforts to promote our radio program.

Yes, insure your gift, promote your program, and you're sure of having your prize package reach its destination.



GALLO WINES' new radio program
THE HIT SHOW OF THE YEAR

...with

- ★ Kenny Baker
- ★ Donna Dae
- ★ Jimmy Wallington

*"Sincerely
Yours"*

WSMB 6:15 P.M.

Every Tuesday, Thursday, Saturday

Sales



are Child's Play!

*19 Years on the Air, Still Going Strong Under Same Sponsor,
Kiddie Hour Builds Sales for Erickson Bakers, La Crosse, Wis.*

FOR over 60 years the ERICKSON BAKERS has served the La Crosse, Wis., public with fine quality breads and pastries. It was founded in 1883 by Martin Erickson, father of the present owners, and today it has a personnel of over 60 people. A fleet of 15 trucks delivers fresh bread and bakery products daily to the independent grocers in La Crosse and trading area.

Throughout the years, the M. ERICKSON BAKERY COMPANY has kept in step with progress in the baking industry, and it has many *firsts* to its credit in its market: the first bakery to adopt brand names for breads; the first to wrap bread, which insured sanitation and freshness; the first to recognize convenience of sliced bread to the housewife, and the first to use radio advertising, of which WKBH, La Crosse, Wis., has played an important part.

THE ERICKSON BAKERY enjoys the distinction of sponsoring the *Kiddie Hour*, one of the oldest programs of its kind on the air. It was originally produced in 1926, and from the first broadcast, it has been sponsored by the bakery. Today, the *Kiddie Hour* is the most familiar landmark on the WKBH airwaves. Its listeners make up a loyal family of thousands of children and adults who daily tune in this well-loved program.

Indicative of its popularity is the fact that more than 250,000 song requests

have been acknowledged on the air. *Kiddie Hour* listeners have received free some 216,000 copies of *Kiddie Hour* songs. Every community within a radius of 50 miles has at some time been represented on the program, and more than 100,000 children have made up the passing parade to the *Kiddie Hour* microphone during the time the program has been on the air from WKBH.

Now in its nineteenth year, the original program pattern is still retained. It's completely unrehearsed, yet from the tiniest tot to the every day regulars, each child is a veteran at the microphone.

IN addition to offering entertainment to WKBH listeners, the series has served as an able public servant on many occasions. From the *Kiddie Hour* microphones have come countless courtesy announcements for religious, civic and patriotic organizations of every kind. It has been an effective instrument in assisting in public health and safety drives. Hundreds of pets have been placed in homes through the medium of the *Kiddie Hour*. Time without number the program has served as an effective *Lost and Found* column. During the war, the *Kiddie Hour* aided the War effort with daily announcements for War Bonds, Waste Paper, Scrap and Salvage Drives and appeals for Blood Donors.

Almost as famous as the program itself are the annual picnics and Christ-



● It's *Kiddie Hour* time over WKBH, La Crosse, Wis., with Uncle Ken and Lorraine, for Erickson Bakers. Now in its nineteenth year!

mas parties. The Christmas party and movie attract more than 1,000 moppets in a single year. The picnic, which has been held yearly for 16 years, draws an attendance of more than 1,700 youngsters.

In connection with these activities, the ERICKSON BAKERS back a HOLSUM *Junior Drum Corp.* Organized in 1933, this group of youngsters ranging in age from 8 to 12 years, offers its services for parades and other community features, not only in La Crosse but in other communities throughout the area.

WHAT has made possible this extensive children's educational and entertainment program has been the loyal patronage of customers throughout the area. The radio series is used, primarily, to build good will for the sponsor's product, HOLSUM BREAD, but without question the continued sponsorship of this series has been of prime importance in making HOLSUM BREAD the leader in the trading area.

BBROADCAST Monday through Saturday, 5:00-5:30 P.M., the *Kiddie Hour* format includes two cake nights and a treat program as a regular part of the series. Four times a year, printed copies of *Kiddie Hour* songs are given free on request, with requests in excess of 4,000 for each edition. Club members are sent membership certificates. On each certificate is a picture of Uncle Ken (Ken Allen) and Lorraine Newman, *Kiddie Hour* accompanist, along with tie-in reminders for the ERICKSON BAKERY.

To celebrate its eighteenth year on the air, the *Kiddie Hour* offered listeners copies of a commemorative brochure which gave complete details about the series. Text was well illustrated by pictures.

IT all adds up to the value of cumulative, coordinated effort in broadcast success. When merchandising and promotional activities are tied-in with a consistent schedule of broadcast activity, the battle for success is half won.

The Land We Live In

Documentary Stories of St. Louis
Basis of Weekly Dramatized Show
Aired for the Union Electric Co.

THE *Land We Live In*, institutional program sponsored by the UNION ELECTRIC COMPANY, is presented each Monday evening at 6:30 on KMOX, St. Louis, Mo.

This weekly radio feature is a series of stories about Greater St. Louis and its surrounding territory; its history and background, people and enterprises. The romance and traditions surrounding the early years of St. Louis, the swiftness of its growth and development, the characteristics of its people are all brought into play in this half-program that combines entertainment with education.

The Land We Live In was created in 1937 for the UNION ELECTRIC COMPANY. After a two-year absence it returned to the air last August for a new series of 52 weeks. The 1945 version continues with its former format, and since its return has covered subjects ranging from *The St. Louis Exposition* and the *Society of St. Vincent DePaul*, to *Movies on*



the March and the origin of the *St. Louis Blues*, a biography of W. C. Handy.

From the standpoint of talent, production and cost this is the biggest locally produced radio show in the St. Louis area. In cooperation with GARDNER ADVERTISING COMPANY promotion on this series included: 500 dash cards on street cars; 1,000 counter-cards; advertisements in the leading newspapers of St. Louis and vicinity; spot announcements; 25,000 engraved invitations to listen to the first broadcast of the new series; window display in the UNION ELECTRIC COMPANY building; 75 twenty-four sheets displays in a leading St. Louis hotel lobby and at KMOX; stories in the KMOX *Mike* and *Listen and Learn*; KMOX newspapers, and a dealer letter.

Recently nearly 3,000 requests for tickets to see a dramatization of *The Society of St. Vincent DePaul* were unfulfilled because of lack of space in the KMOX Playhouse studio.

Only one commercial is used on each broadcast; an institutional type read after the show is closed. No commercial is used if a program is of a religious nature.



● Writer, Ken Jones; musical director, Seth Greiner and director, Ted Westcott check a script.

On to Civvy Street

Rehabilitation Program for Veterans Basis for Public Service
Featured Sponsored Weekly by G. W. Robinson Co., Hamilton, Ont.



ADVISORY REHABILITATION SERVICE

For All Veterans

Office - - Fourth Floor

ADVICE ON ALL PROBLEMS

- PERSONAL
- WARDROBE
- HOME
- HOUSING
- OCCUPATION
- CREDIT
- EDUCATION

AR "BACK-TO-CIVVY-STREET" FRIDAYS - - 8 to 8.30 p.m. C. K. O. C.

EVERY Friday evening at 8:00 P.M. the G. W. ROBINSON Co., LTD., one of Hamilton's most aggressive merchandising department stores, comes on the air from CKOC, Hamilton, Ont., with the program *On to Civvy Street*. The half-hour, designed to aid the veteran in his or her rehabilitation, features an interview with a returned man in need of a job, an interview with reestablishment authorities (i.e., D.V.A., Government Employment Bureau), and an interview with a serviceman or woman.

Hamilton businessmen are requested to give the guy or gal a chance. Each week the firm who has employed one of the job-seekers from the previous program is saluted on the show.

When the serviceman or woman is interviewed, the questions and answers necessary to ease their mind on points of discharge are gone over with a broadcast board. This board usually consists of one member of the Armed Forces Personnel Division and a member from the D.V.A.

Also included in the script are per-

inent questions which have been asked by mail, or which are considered of outstanding importance following the week's interviews in ROBINSON'S store.

The air show is not the only phase of this rehabilitation service. A separate department in ROBINSON'S, headed by sales promotion director, Denise Mitchell, answers all questions of returned or returning personnel. It will also steer them to the local Department of Veterans' Affairs or to other agencies that can give the veteran full information on his questions.

The show is a natural from the merchandising point of view. It is not a pretence to get returned vets to buy at ROBINSON'S. The service is given the boys generously and authoritatively. The show is scrutinized for accuracy, effectiveness and authenticity. The store interviews are characterized by courtesy, kindness and understanding. It is effective. Aiding returned, and new residents of Hamilton, the service points the way to current and future ROBINSON interests. For ROBINSON'S has a range of merchandise and services to appeal to the veteran or to his family.

The program itself stemmed from the desire of Harold A. Smith, president of the G. W. ROBINSON COMPANY, to put before the returning serviceman or woman a well publicized story of the rehabilitation program. An ex-serviceman himself (R.C.A.F.) Mr. Smith saw the need for aid, and the possibilities for ROBINSON'S. He, Denise Mitchell and the CKOC production department decided that *On to Civvy Street* was the best way to do the job. And it is doing the job: for Hamilton service personnel and for the G. W. ROBINSON Co.

Style Tales Well Told

*Success Formula for MAKOFF, Salt Lake City Ladies Apparel Shop,
Based on Institutional Copy With Emphasis on Factor of Quality*

JUST as *Milady* of the West looks to MAKOFF for the latest in feminine fashion, many Intermountain firms also take important advertising cues from this exclusive ladies apparel shop in Salt Lake City, Utah.

Samuel Makoff has spent 26 years building the MAKOFF prestige. A MAKOFF label has become Salt Lake tradition for distinguished fashion and friendly service.

With the war over, MAKOFF is expanding its advertising program to meet the peacetime opportunities.

QUALITY PROGRAM

The first step in this direction was to choose violinist and KDYL musical director, Eugene Jelesnik, to play on the shop's new radio series twice weekly over KDYL. Assisting him in the program building is Edward Spitzer, assistant manager and advertising director for the MAKOFF shop.

Just back from an overseas USO assignment, Mr. Jelesnik brings a rich musical background to his new program, and the selections of his ensemble for the MAKOFF program are in harmony with the shop's quality operation.

MAKOFF customers also are invited to request their favorite tunes. They may submit their requests either on attractive brochures sent them through the mail, or present their suggestions in person at the store.

AUDIENCE PARTICIPATION

The shop also arranges for small groups to attend the broadcasts from the KDYL Radio Playhouse at 9:15 Monday and Thursday evenings.



● Samuel Makoff, (left) and Edward Spitzer, (right) inspect autographs on Eugene Jelesnik's violin. Mr. Jelesnik, new KDYL musical director, acquired the autographs from soldiers during a U.S.O. tour in Italy.

MAKOFF concentrated on institutional advertising from the start, stressing the quality of service and the distinctive fashions available at the shop. Radio played an important role in this job of telling the West about the remarkable new MAKOFF store.

INSTITUTIONAL ADVERTISING

Milady is told again and again over the air that she can obtain every conceivable apparel need from foundations to distinctive gowns, exclusive perfumes and accessories at MAKOFF's.

THEN when she visits the MAKOFF store she can inspect the very latest fashions in air conditioned comfort amid ultra modern fixtures. Moreover, she is served in this setting with real Western hospitality!

Now It Can Be Sold . . .

Distribution of canned goods with Golden Dawn label increases from 15% to 70% for Sharon, Pa., business.

METHOD: GOLDEN DAWN FOODS has sponsored news every hour, on the hour, six days a week, over WPIC, Sharon, Pa., since October 2, 1939. The last newscast each day is always a 15-minute summary of the day's events. Hourly newscasts are of five-minute duration. GOLDEN DAWN newscasts are tied-in with posters and other advertising pieces distributed to dealers.

When the 20,000th GOLDEN DAWN newscast was broadcast October 10, 1945, it was estimated that a total of 16,878,000 words of news (exclusive of commercial copy) had been aired since the first program; the equivalent of 12 volumes of the Encyclopedia Britannica!

News is broadcast direct from a special booth constructed in the editorial rooms of the Sharon *Herald*, with WPIC using the facilities of the UNITED PRESS wire.

COMMERCIALS: . . All GOLDEN DAWN advertising stresses the phrase, "*Golden Dawn Quality Foods*," with emphasis on the word *quality*. Sentence used on all GOLDEN DAWN newscasts: "*If it's Golden Dawn, it's good.*" Commercials play up the joys of eating GOLDEN DAWN QUALITY FOODS, and much of the firm's success is due to the fact that the *quality advertised* is always *there*.

RESULTS: Says S. W. Epstein, manager of the firm: "News has made the GOLDEN DAWN label as well known in the area as any *nationally advertised* brand name. Any merchandise offered under the GOLDEN DAWN label is accepted without question as a quality product."

Since wartime shortages and restrictions made it impossible for the firm to meet the demand for its products, and many orders still have to be turned away or only partially filled, figures do not tell the whole story. However, the first week GOLDEN DAWN sponsored the news, coffee sales *doubled*. Second week, *sales doubled again!*

When GOLDEN DAWN first began its broadcast campaign, only 15 per cent of the canned goods it distributed bore its label. It's on 70 per cent of the products now!

As a premium, GOLDEN DAWN offers fine quality stockings for women: one pair for 69c and 25 labels. In six years, some 50,000 pairs have been distributed!



● Two birthdays called for two parties. To commemorate radio's twenty-fifth anniversary, its own fourth birthday, KPRO, Riverside-San Bernardino, Calif., held open house. Here radio big-wigs take a curtain bow for the benefit of a jam-packed house.



SHOWMANSCOOPS

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



WHAT NOW?

● Servicemen get some down-to-earth advice from William Van Emburgh, WESTON BISCUIT CO. executive, on the *Start Your Own Business* feature broadcast over WPAT, Paterson, N. J. Mikestress Adele Hunt emcees the service feature.

● Byron Nelson, *mechanical man* of golf, tells Henry Benac, announcer for FM station WBCA, Schenectady, N. Y., how he was able to win ten of the last eleven tournaments in which he played. Harold (Jug) McSpaden, runner-up in many of these tourneys, offers silent testimony.

Interview was recorded on a GENERAL ELECTRIC magnetic wire recorder, a 35-pound playback and recording unit now being used by many stations for delayed broadcasts. When there is no longer any use for the recording, sound and speech can be wiped off the wire magnetically.



▲ Street scene in Louisville, Ky., courtesy WILLS SALES, JEWELERS. (For story, see *Showmanship in Action*, p. 29.)

● *News Plus a Style Quiz for Men* is what JUSTER BROS., Minneapolis, Minn., men's clothiers, offers KSTP listeners thrice weekly. Listeners who contribute questions on men's styles that are answered on the show receive \$2.50 neckties. Store window display here is a reproduction of a mailing piece originally designed by the station as promotional backing for the radio series.



Kline's Minds Its P's & Q's

William Coffae, Manager of Kline's, Marion, O., Has Definite Ideas About Radio, Puts Them Into Effect in Daily Broadcasts

A YEAR ago, the phrase *Mind Your P's and Q's* was an almost forgotten admonition that grandmother used when one of the youngsters was especially mischievous. Today it is a signal to WMRN listeners, in and around Marion, O., that another session of *Kline's Quizzer* is about to begin at KLINE's store. Each day this audience-participation program brings a new laugh, a pleasant surprise or a bit of drama.

The story of *Kline's Quizzer* begins when William Coffae, genial and energetic manager of KLINE's store, first came to Marion. From experience gained in store work in Akron, Philadelphia, Kansas City and other cities, he had definite ideas about the use of radio in connection with the store. And one of those ideas called for a program in which his customers could participate. *Kline's Quizzer* developed as the result of conferences between the store and WMRN.

Since that first broadcast, no less than 1,724 persons, ranging in age from three months to 87 years, were interviewed in a total of 251 programs. Once, an entire home economics class was interviewed as a group. Listeners supplied 1,387 ques-

tions in the first year the show was on the air, as well as 347 *Brain Teasers*.

Instead of straight commercials, sales women are interviewed about the specials and bargains in their departments. Item descriptions include complete information about each piece of merchandise, including price. Two commercials are used on each show.

Each broadcast includes four interviews with KLINE customers. Each interviewee is asked: one question contributed by a listener; one question on timely civic or housekeeping subject and one *Brain Teaser* question.

As promotional backing for the series, KLINE's held a birthday party on the first anniversary of the show, with invitations extended via the WMRN airplanes. As a part of the festivities, listeners were offered copies of a 12-page brochure which described the show, also included 50 typical questions and answers submitted by listeners.

What about KLINE's reaction to the series? Previous to the launching of the program, KLINE's had been more or less a low price store. When it changed its policy, took up additional lines of higher priced merchandise, it had to get its message across to customers who would pay the higher prices. To *Kline's Quizzer* went the assignment of bringing this about. After one year on the air, KLINE's reported a definite sales increase.



● It takes the cake! At KLINE's *Quizzer's* first anniversary birthday party, migestress Madge Cooper passes out the cake.





AIRING THE NEW

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

Department Store

STREAMLINE FAIRY TALES While the preschool child may be young in years and small in size, it's not without its own influence. With that in mind, EMERY-BIRD-THAYER & Co., leading quality department store in Kansas City, Mo, took on sponsorship over KCMO of *Streamline Fairy Tales*. *Object*: to reach the upcoming generation.

Commercials are pitched to go past the child, reach the mother's ear, on the assumption that the mother and other adults are in the immediate background while this program is tuned for the child. Program is devoted exclusively to the Girls' Shop, the Boys' Department and the Shoe Department. All commercials are for specific items of merchandise for the small fry.

AIRFAX: Transcribed series is made up of well-known fairy tales modernized by the *Koralites* to appeal to kids. Programs 1 to 15 carry a ribbon which is Santa Claus talking to the listener, thus give a seasonal Christmas atmosphere to the series

First Broadcast: May 14, 1945.

Broadcast Schedule: M-W-F, 5:15-5:30 P.M.

Preceded By: Terry & the Pirates.

Followed By: Jack Armstrong.

Sponsor: Emery-Bird-Thayer & Co.

Station: KCMO, Kansas City, Mo.

Power: 5,000 watts (d).

Population: 602,046.

Producer: H. S. Goodman.

COMMENT: Programs of this type earn the gratitude of parents, also do valuable spadework of an educational nature among youngsters who will some day replace mothers and grandmothers as customers.

Drug Stores

MUSICAL TIME CLOCK Because the BOND DRUG Co., Davenport, Ia., wanted to take full advantage of its 8:15 A.M. time slot on WOC, it switched from transcribed music to live talent. Logic: since there is less personal customer contact in a self-service store, BOND wanted live talent to represent the store in a friendly manner.

To put listeners in a receptive frame of mind, singer Paul Johnson and pianist George Sontag offer varied musical entertainment. Commercial copy extols the virtues of shopping for drug store items where you "serve yourself and save." Such functions as careful and expert prescription service are also stressed.

AIRFAX: Quarter-hour of drug store news and music fill the time slot between the eight o'clock news and the *Breakfast Club*. Well-known ballads and brand new popular tunes make up the musical interlude.

Broadcast Schedule: Monday through Saturday, 8:00-8:15 A.M.

Preceded By: News.

Followed By: Breakfast Club.

Sponsor: Bond Drug Co.

Station: WOC, Davenport, Ia.

Power: 5,000 watts.

Population: 218,000.

COMMENT: The importance of what precedes and follows an advertiser's program cannot be underestimated. What is broadcast fore and aft is an audience building factor, and if it's an audience the advertiser wants to reach, he can count on a carry-over in interest for his own program.

Laundries

STORK CLUB NEWS To introduce to San Antonio, Tex., mothers a diaper service plus a children's laundry which gives special attention to hand washing and pressing of baby clothes, the ALAMO ROYAL BABY LAUNDRY took to KMAC with *Stork Club News*. Five-minute series, aired thrice weekly was so successful that within three months the ALAMO ROYAL BABY LAUNDRY had to put on a night shift for what is the only service concern of its kind in San Antonio.

Program is directed to young mothers, features advice on problems of child

care. Commercials are incorporated into the program itself. Example:

"When you bring the baby home from the hospital, you can expect the house to be in a state somewhere between a tornado and a hero's homecoming celebration, so it's best to have every detail of household re-arrangement planned in advance. The nurse should be hired and waiting to take over, and of course, all the essential equipment must be in working order. You know approximately when the big day will be, so make arrangements for a regular diaper service ahead of time. No one thing pleases that precious nurse more than the news that doing laundry is not her department. The Alamo Royal Baby Laundry, at 103 East Fredericksburg, offers a new time-and-work-saving service to young mothers of San Antonio. It's a quick, reliable, and safe laundry for your infants' and children's clothes. All the work is done on the premises, and is carefully supervised by experts, who make sure each dainty dress, each package of diapers, is returned to you in perfect condition. All your diapers are sterilized, too, in a sanitary manner approved by doctors."

Program commentator, Mrs. Kay Miller, a member of the HERALD ADVERTISING Co. staff, handles both program content and commercials, presents the tips on child care in a chatty, informal manner.

Merchandising tie-in: listeners are offered a copy of a new booklet, *Modern Baby*, free for the asking.

AIRFAX: First Broadcast: June 25, 1945.
Broadcast Schedule: M-W-F, 11:30-11:35 A.M.
Preceded By: Morton Downey.
Followed By: Record Show.
Sponsor: Alamo Royal Baby Laundry.
Station: KMAC, San Antonio, Tex.
Power: 250 watts.
Population: 276,874.
Agency: Herald Advertising Co.

COMMENT: A program need be neither elaborate nor costly to do a successful selling job for an advertiser. Here, the direct tie-up between the editorial content of the program and the service offered made for program unity that gave the advertising campaign that much greater effectiveness. Through the correct selection of program, time and station, the advertiser can beam his program to the specific audience he wants to reach.

Men's Wear

THE JOB REPORTER As a direct result of collaboration among the BOWMAN & BLOCK ADVERTISING AGENCY, the BUFFALO BROADCASTING CORPORATION sales staff and KLEINHANS, largest store for

men and boys in Buffalo, N. Y., a new series of radio programs, designed to aid the reconversion program has been instituted on WGR.

Known as *The Job Reporter*, the public service feature is intended to help speed the re-employment of displaced war-workers and returned servicemen. To give job seekers a jump on employment opportunities, *The Job Reporter* is heard each morning at 8:30, Monday through Friday.

WGR's Max Robinson conducts the program, which has a direct tie-in with the Buffalo United States Employment Service. Each day, with the cooperation of Leo V. Sweeney, director of the Buffalo USES, Robinson is furnished with a list of the best employment opportunities. From these, ten of the most attractive are selected for broadcast.

Interspersed through the daily 15-minute broadcast are three commercials of a strictly institutional nature, plus two musical recordings, all of which give the prospective workers a chance to copy down names and references.

KLEINHANS presents *The Job Reporter* as a public service, feeling that the resumption of employment at an early date is desirable for returned servicemen and displaced war-workers, for their own sakes, that of their families and of the entire community.

Sid White, advertising manager of KLEINHANS, announces that information received from the USES office indicates that a number of men have already been re-employed as a direct result of their help-wanted service, despite the fact that the show had been on the air for a comparatively short time.

AIRFAX: Broadcast Schedule: Monday through Friday, 8:30-8:45 A.M.
Sponsor: Kleinhans Company.
Station: WGR, Buffalo, N. Y.
Power: 5,000 watts (d).
Population: 613,506.
Agency: Bowman & Block Adv. Agcy.

COMMENT: It's business as usual, but advertisers who recognize their social responsibility to community life, do something about it, earn customer good will which is essential for future business expansion and survival.

Men's Wear

HEADLINES IN REVIEW On the air more than a year, *Headlines in Review* point up the contributions of the Negro minority group to the world. Shortly after the program went on the air, a survey in the coverage area of WJOB, Hammond, Ind., showed an increase in the sales of the weekly papers quoted on these programs.

Geared to the reporting of the news about people and events that seldom are reported in other news packages, the program serves to develop an intercultural understanding, points up the contributions of minorities to the American scene. In this regard, according to unsolicited letters and comments, these newscasts promote understanding and cooperation between various social and economic groups.

On the air for over a year as a sustaining feature, the program was sold to the present sponsor on a trial basis to test audience acceptance of advertising messages. The first message of a sponsor was put into the program on July 28, 1945. The sponsor, HARMONY CLOTHIERS of Chicago, has been highly pleased with audience acceptance of this program.

AIRFAX: *Headlines in Review* is written and announced by Paul E. X. Brown, former newspaper columnist and editor. Highlights of international, national and local news in digest fashion from Negro newspapers are featured.

First Broadcast: June, 1944.

Broadcast Schedule: Sunday, 10:00-10:15 A.M.

Preceded By: Music.

Followed By: Royal Quartette.

Sponsor: Harmony Clothiers, Chicago, Ill.

Station: WJOB, Hammond, Ind.

Power: 250 watts.

Population: 98,470.

COMMENT: A sponsor who wishes to reach a specialized class market with a mass buying power will find that minority groups represent a lucrative field. At the same time, he contributes in a concrete way to the betterment of race relations.

Participating

BRUNCH WITH BILL Listeners who *Brunch With Bill* over KDKA, Pittsburgh, Pa., not only enjoy a hearty laugh, but they also find that commercials can be good seasoning for a light entertainment snack.

A big-time variety show, with the KDKA orchestra, led and emceed by KDKA's musical director, Bernie Armstrong, with songs by Bette Smiley, announcing by Paul Shannon, *Brunch With Bill* is a three-quarter hour participating program broadcast five days weekly.

Along with the musical portions, the show features gags, parodies, short dramatic sketches, etc., with members of the orchestra taking many parts. All the non-commercial features are pointed toward the commercials. Most commercials are given a lavish build-up, a laugh-provoking prelude which frames and points-up the subsequent one-minute announcement.

Evidence of the popularity of *Brunch With Bill*: daily mail requesting tickets to see the show is so large that listeners have been requested to write two weeks in advance.

Participating sponsors on a five-times weekly schedule include: SUPERSUDS, SATINA-LA-FRANCE; RIT PRODUCTS; E. L. BRUCE, and COLONIAL. On a three times weekly schedule are COLGATE, SATURDAY EVENING POST, and UNITED FRUIT. Two-timers include BRAUN and MARLIN. One announcement per week is aired for CLEARFIELD FURS, SUN-TELEGRAPH and ROBERTS.

AIRFAX: Plan here suggests a method for presenting the parade of transcribed spot announcements that are offered to radio stations by national advertisers. Series was conceived by KDKA announcer Bill Hinds. When mikeman Hinds entered the armed forces, Bernie Armstrong took over the emceeing chore until Hind's return.

First Broadcast: July 27, 1944.

Broadcast Schedule: Monday through Friday, 12:15-1:00 P.M.

Preceded By: News.

Followed By: News.

Station: KDKA, Pittsburgh, Pa.

Power: 50,000 watts.

COMMENT: A commercial *per se* isn't in itself *persona non grata*. If as much thought and skill were put into the pre-



sentation of the sales copy as that which goes into program production there would be no hullabaloo about plug-uglies.

Sustaining

FARM FACTS AND FUN The price of wheat, corn, cattle or hogs, and new methods in agriculture may be all important *facts* to the tiller of the soil, but the farmer's horizon isn't restricted entirely to an interest in facts of this kind. Listeners to KFAB, Omaha-Lincoln, Neb., get *Farm Facts and Fun*, a half-hour variety show, that is both informative and entertaining.

The serious portion of the program takes the form of interviews or discussions with farm folk, members of the staff of the University of Nebraska and 4-H boys and girls. Featured on each program is a salute to some citizen of the state who has done outstanding work in agriculture. No speeches are permitted on the program. The form is discussion, interview, an informal manner.

Musical portions of the show feature Helen Nash, formerly appearing on *Don McNeil's Breakfast Club*, *Club Matinee* and the *Kate Smith* show. The *Sons of the Soil* are the orchestra. Popular ballads and smooth songs, an occasional western ballad, marches and novelty numbers by the orchestra are featured.

Writers of the show are Bill Macdonald, KFAB Farm Service director, and George S. Round, Extension editor and director of public relations for the University. Round is known from one end of Nebraska to the other, and his good-humored ability to meet and talk with people is carried over on the air.

AIRFAX: One of the most widely-known and popular farm programs in the Midwest, it was given the top award for programs of its type by the American Association of Agricultural College Editors in 1944. Show originates from KFAB, Omaha-Lincoln, Neb., is carried by 8 of the state's 13 radio stations. In addition to KFAB, program is aired over KORN, Fremont; WJAG, Norfolk; KDWH, Omaha; KMMJ, Grand Island; KGFV, Kearney; KODY, North Platte and KGKY, Scottsbluff.

First Broadcast: 1937.

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

Power: 50,000 watts.

COMMENT: Public service features may be in part adult education, but it takes

something more than bone-dry facts to capture the listening audience.

Sustaining

QUOTING AMERICA In *Quoting America* it takes more than the opinion of a man here, another there, to represent the temper of the nation. And to get the true picture of the state of the nation, it's necessary to tap the reservoir of controversial topics which seldom get expressed in print or on the air. It is that combination which WHEC, Rochester, N. Y., gives listeners.

Quoting America is a syndicated feature developed by the COWLES BROADCASTING COMPANY, and tested successfully on seven stations throughout the country. Series presents an impartial digest of opinions on controversial subjects expressed by newspaper columnists, radio commentators and magazine editors. Leading correspondents and writers are quoted by two disinterested announcers, voicing the *pros* and *cons* of diverse current events. The program is a forum-by-quotation, presenting a cross-section of views on important national, international and local subjects.

As adapted by WHEC, material is divided into two segments of approximately five to seven minutes each. Each segment is devoted to a topic in the news. Program utilizes the WHEC staff orchestra handling currently popular tunes of the day to give listeners a program which is *Quoting America* both in news and music. A 30-minute feature, the series is aired once weekly.

In Washington, D. C., *Quoting America* is aired over WOL under the sponsorship of the MILLS COMPANY. Series there is broadcast five times a week as a five-minute feature without music.

AIRFAX: *First Broadcast:* September 3, 1945.

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

Station: WHEC, Rochester, N. Y.

Power: 1,000 watts.

Population: 437,027.

COMMENT: Series here breaks down a number of outdated taboos of the journalistic profession, and it represents a splendid vehicle for an advertiser who is interested in public service.



SHOWMANSHIP IN ACTION

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

Bakeries

SWAN'S SWAP SHOP Horse trading may no longer be a national pastime, but the spirit lingers on. In Knoxville, Tenn., SWAN'S BAKERY caters to that instinct, helps WNOX listeners unload white elephants for something that better fits their needs. Two announcements unearthed not one but three old fashioned steel ribbed corsets. As the result of a single announcement a cow was exchanged for an electric washing machine. Canaries, box-wood hedges, items for soldiers overseas have all changed hands.

Four swap announcements is the limit for each broadcast, with organ music to space the swaps. At the *Swap Shop*, nothing is sold for cash, each swap is listed by number. Each lister is sent the name and address of swappers who write or telephone the station. Effected to date: 600 swaps.

AIRFAX: Jerry Collins handles the electric organ, with Charles Greenwood dishing up the ad lib chatter. Lady behind the *Swap Shop* desk: Barbara Draper.

First Broadcast: November 20, 1944.

Broadcast Schedule: M-W-F.

Preceded By: Swan Soap.

Followed By: Curbstone College.

Sponsor: Swan's Bakery.

Station: WNOX, Knoxville, Tenn.

Power: 10,000 watts.

Population: 321,850.

COMMENT: Even before the war such programs performed a public service, were also high in human interest value, but wartime shortages created a bonus audience for advertisers who took on sponsorship of a series of this type.

Department Stores

FAMILY PARTY PROGRAM For advertisers who want to reach the entire family in both rural and city localities, the WMT *Family Party* has been a place to get acquainted for over six years. Broadcast from 12:30 P.M. to 1:30 P.M. each Saturday, the *Family Party* is divided into quarter-hour participation sponsors. Current sponsors: MURPHY PRODUCTS, GORDON HATCHERY, SEARS ROEBUCK & Co., and the CEDAR RAPIDS BAKERY.

What SEARS ROEBUCK puts into its quarter-hour unit: an audience participation feature. Each Saturday, emcee Bob Leefers, in the role of *Uncle Si Perkins*, invites one man and one woman in the Cedar Rapids, Ia., audience to join him on the stage. Then Tom Owen's Cowboys, who provide the music on the show, play a tune. The first person who correctly names the ditty wins a prize. Prize is always a store special for that particular day, may be a 10-quart can of oil, a HILEX Mixing Bowl or what-have-you.

AIRFAX: Music of the cowboy type is the mainstay of the show, with the exception of one semi-classical solo.

Series originates from crammed Radio Theatre. Tickets offered over the air for this weekly barn-dance type show are given away weeks in advance. Requests come in by mail and in person.

First Broadcast: September 22, 1939.

Broadcast Schedule: Saturday, 12:30-1:30 P.M.

Preceded By: Noonday News.

Followed By: Grand Central Station.

Sponsor: Sears, Roebuck & Co.; Murphy Products; Gordon Hatchery; Cedar Rapids Bakery.

Station: WMT, Cedar Rapids-Waterloo, Ia.

Power: 5,000 watts.

Population: 55,000.

COMMENT: As long as radio and its advertisers think of programming in terms of 15 minutes, there can be little unity in the over-all program structure. Each advertiser here profits individually from the cumulative value of a full-hour of programming for a particular segment of the listening audience. In the interests of audience building, it's good.

Looking for a rib-tickling comedy feature that's certain to hold its own against any competition? See what Frederic W. Ziv offers on page 4.

Groceries

MUSIC MASQUERADE Popular songs come and they go. Some linger in the shadowy halls of memory. To bring them out into the open sunlight, the KLAUBER-WANGENHEIM Co. offers KFSD, San Diego, Calif., listeners *Music Masquerade*. Unannounced numbers, vintage 1920-1930, are played on the piano and solovox, and listeners write in guesses to the six mystery tunes. Prizes for winners: POINT LOMA FOODS.

Show plugs such items as POINT LOMA COFFEE, has been used for other POINT LOMA products ranging from frozen foods to canned fruits and vegetables. Commercials are short and to the point, stress the POINT LOMA brand name.

AIRFAX: Popular local entertainer, Pauline Gleason, tickles the ivories. Announcer, Allan Kent exchanges banter and clues with Ted Burrell, who sets background for the music. Mikeman Burrell also scripts and produces the show.

First Broadcast: September 17, 1944.

Broadcast Schedule: Sunday, 3:45-4:00 P.M.

Preceded By: News.

Followed By: Jack Benny.

Sponsor: Klauber-Wangenheim Co.

Station: KFSD, San Diego, Calif.

Power: 1,000 watts.

Population: 609,701.

Agency: Barnes-Chase Co.

COMMENT: Since sponsor identification is essential for maximum success with the broadcast medium, product tie-ins with a program series are all to the good. *Word of caution:* the product tie-in must be an integral part of the program itself or the sponsor defeats his own purpose.

Home Furnishings

PUBLIC SCHOOLS SPELLING BEE While the *Public Schools Spelling Bee* has been sponsored for three years, currently by GUSTKE & SON, Battle Creek, Mich., furniture store, sponsorship is incidental to the main business at hand. Now in its sixth season, the series is designed to interest children in school work, and to interest parents in the work of their children.

A public service feature, the *Public Schools Spelling Bee* is a 30-minute weekly broadcast, aired for a period of

30 weeks. Twenty-four youngsters compete on each program, with two winners, one boy and one girl, from each of 12 classrooms in the fifth and sixth grades.

No formal script is used, and the conductor of the *Bee* is a teacher who adlibs with contestants. Contestants begin with words on the school spelling lists for the fifth and sixth grades, progress through seventh and eighth grade words. Long, difficult words on blue slips drawn at random from a bowl complete the spell-down. About 100 words are used on each show.

Weekly winners receive small gold lapel pins, with the words, "*Expert Speller*" on them. Weekly winners compete on the final bee of the season, with the two grand champions receiving prizes from the sponsor.

At the start of each show, children are grouped in a circle, alternately boy and girl. Those who fail to spell a word correctly drop out of the circle and the rest carry on.

At the mid-point, the station announcer presents a center commercial. Opening and closing commercials help set the stage for the sponsor.



AIRFAX: Appropriate theme: *School Days*. No *Spelling Bees* are held during the summer months.

First Broadcast: 1939.

Broadcast Schedule: Saturday, 1:00-1:30 P.M., for 30 weeks.

Sponsor: Gustke & Son.

Station: WELL, Battle Creek, Mich.

Power: 250 watts.

Population: 67,953.

COMMENT: Public service doesn't leave off where commercial sponsorship begins. Sponsored, or on the house, such programs contribute to community welfare and the advertiser who backs such features gains immeasurably.

For complete information about an authoritative transcribed series of interest to mothers of young children, write Frederic Damrau, M.D. (See p. 31.)

Jewelers

10-50 QUIZ While the house by the side of the road may be just the ticket for the philosopher, the business firm that wants to survive doesn't let the world go by. In Louisville, Ky., WILL SALES, JEWELERS, brings in the passers-by via a *10-50 Quiz*, thrice-weekly man-on-the-street.

Each contestant has the choice of a 10c, 25c or 50c question. If the question is correctly answered, he pockets that bit of the coin of the realm, also receives a complimentary ticket to a local theatre. While one and all are welcome at the microphone, the quizmaster specializes in extending a hand of welcome to servicemen and women.

To add to the fun, the quizmaster invites opinions on current events, probes into hobbies and favorite pastimes, makes use of any angle that may provide WINN listeners and spectators with good, clean fun.

Hook for listeners: questions and answers for use on the show may be sent to WILL SALES. Senders of brain-teasers used on the show get air recognition, also receive a check, with suitable letter, from the sponsor. Series itself is broadcast from the lobby of the sponsor's store.

Brief opening and closing credit lines, with one center commercial, beat the drums for diamond rings. *Example:*

"For many years, the name Will Sales has represented high standards of quality in diamonds and true distinction in ring design. Yet prices are most reasonable. Use easy credit when you buy your diamond here at Will Sales, the diamond store of Louisville, Fourth avenue at Liberty."

AIRFAX: First Broadcast: June 4, 1945.
Broadcast Schedule: M-W-F, 4:00-4:15 P.M.
Preceded By: Matinee at WINN.
Followed By: Spice of Life.
Sponsor: Will Sales, Jewelers.
Station: WINN, Louisville, Ky.
Power: 250 watts.
Population: 319,077.

COMMENT: Hail the return of the man-on-the-street. His ability to create store traffic has been demonstrated to the sales satisfaction of countless advertisers. (For pic, see *Showmanscoops*, p. 21.)

Manufacturers

SUNNY SIDE UP When SWIFT & Co. introduced a new product, SWIFT'S HOUSEHOLD CLEANSER, to the Dayton, O., market, it wanted it served *Sunny Side Up*. That's exactly what WING dished up.

A 45-minute participating program originated daily, Monday through Saturday, in the WING studios, the show is impromptu in nature, consists of music, chatter, audience participation, merchandise and cash awards. *Merchandising angle:* members of the studio audience toss rope rings at pegs, with a jackpot award of \$100 offered daily to the person throwing three ringers in the *Ringo-Wingo* game.

Currently, 12 participating sponsors take *Sunny Side Up* for theirs. Each gets a 100-word daily announcement. Once a week, usually Saturday, the show is transcribed from the home of a *Sunny Side Up* fan, hospital or nearby community.

Merchandising tie-in for advertisers: some 75 turn out each day for the studio broadcasts. When samples are handed out, the studio audience gets a chance to discuss the merits of the product. Commercials are in the conversational style.

Evidence that the listening audience is sold on *Sunny Side Up* and its advertisers: approximately 500 people attended a *Sunny Side Up* picnic.

AIRFAX: Cast consists of WING's music director, Charlie Reeder; announcer Jack Wymer and program director Ranny Daly.
Broadcast Schedule: Monday through Friday, 11:15-2:00 P.M.; Saturday, 12:30-1:15 P.M.
Station: WING, Dayton, O.
Power: 5,000 watts.
Population: 338,686.

COMMENT: While some programs have entertained studio audiences at the expense of the listeners, the studio audience, properly handled, gives the advertiser an opportunity for personal contact with clients and prospective customers which can be an important factor in product and service preference.



PROOF O' THE PUDDING

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

bread, ie, Kilpatrick's *Flavor-Baked* or Kilpatrick's *Prize Winning White Bread*.

AIRFAX: Transcribed series features story-teller Johnnie Neblett, in a dramatic narration of different and unusual stories of general interest to all listeners. Available episodes: 260.

First Broadcast: September, 1944.

Broadcast Schedule: Monday through Friday, 5:15-5:30 P.M.

Preceded By: Knox Manning Reports.

Followed By: Harry W. Flannery News.

Sponsor: Kilpatrick's Bakery.

Station: KQW, San Francisco, Calif.

Power: 5,000 watts.

Agency: Emil Reinhardt Adv. Agcy.

Bakeries

SO THE STORY GOES When a sponsor renews his contract it means that he is satisfied with the program results, the program itself and the station. But when he renews and asks for a complete repeat of the same show for a full year *that's news!*

Such is the case of *So the Story Goes*, sponsored on KQW, San Francisco, Calif., by KILPATRICK'S BAKERY, through the EMIL REINHARDT ADVERTISING AGENCY.

So the Story Goes first bowed in on September, 1944, at 10:15 P.M. At the end of the year, the sponsor asked that it be completely repeated for another year. In order to reach a different audience, the program was moved to 5:15 P.M., where it will be heard for a total of 52 weeks.

Series was originally launched to augment KILPATRICK'S newspaper and outdoor advertising in connection with a new bread the sponsor was introducing in the Bay area.

Commercials are built to step up the sale of bread, "the number one food of everyone's diet." An opening and middle commercial are general in approach, deal primarily with KILPATRICK'S, "the fresh bread." Example: "Fresh foods taste better . . . especially fresh bread. Try Kilpatrick's . . . you can feel the freshness." Kilpatrick's winds up for a direct-sales pitch for a specific Kilpatrick



COMMENT: The importance of the time element in a broadcast series is dramatically illustrated here. While this sponsor needed a program of general interest to all listeners, young and old, it was possible to tap a completely new audience with the same program through the judicious choice of time.

Bakeries

NEWS Back in 1934 when KOTN, Pine Bluff, Ark., opened its doors, one of the first to walk in was the HOLSUM BAKING CO. HOLSUM'S founder and general manager, C. H. Ahrens, saw that

the new medium had tremendous advertising possibilities, was quick to take advantage of them. Ever since, HOLSUM has won new friends via KOTN.

At the outset, HOLSUM selected spot announcements to carry its sales message. It's still strong for spots, but the schedule is now supplemented with an early morning newscast and participation in a cooperative women's feature, *Are You Listening?* Its spot schedule consists of eight announcements daily.

AIRFAX: **Sponsor:** Holsum Baking Co.

Station: KOTN, Pine Bluff, Ark.

COMMENT: Consistency of effort is what it takes to earn a full measure of broadcast success. Those who early saw the advertising potential of the medium, have stuck with it through the years, have turned in the most outstanding success stories.

SHOWMANTIPS

New program ideas
briefly noted.

Automobiles

AUTOMOTIVE PREVIEW An interesting and informative sneak preview of the post-war cars is sustained over WPAY, Portsmouth, O., for local automobile dealers. The 15-minute program is granted to each dealer. Automobile agency managers are interviewed so that they may present a glimpse of their new cars before arrival. In addition to the studio presentations, WPAY is conducting remote broadcasts from display windows and show rooms.

Automobile Supplies

PATTY'S PARTY When Patty gives a party, everyone goes to it, young and old. And the hostess at *Patty's Party* is none other than Patty Foy, 12-year old daughter of the proprietor of the FOY TIRE CO., sponsor of the Sunday quarter-hour aired over WMUR, Manchester, N. H. Patty sings, emcees the show, presents a juvenile guest with interview and one musical selection. Program directed at the full-family audience is aired at 1:00 P.M. Commercial content is limited to opening and closing credit lines, one 125-word center commercial. Series has been on the air for over a year, has produced excellent results.

Department Stores

THE EDWARD MALLEY COMPANY, New Haven, Conn., department store, is stepping over into daily, except Sunday, broadcasting with a you-better-get-out-of-bed program at 7:30 A.M. over WELI.

Previously, the MALLEY COMPANY has used WELI only on short period spot schedules. The new Monday through Saturday series features music, time, weather and chatter, coached by Clive Dill. Agency credit line: LINDSAY ADVERTISING AGENCY.

Department Stores

RICH'S RADIO SCHOOL There are educational riches from RICH'S, Atlanta, Ga., department store, for grammar school children in the WGST listening area. On the air Monday through Friday at 10:00 A.M., *Rich's Radio School* is designed to appeal to various grade levels.

The Monday program is *Uncle Remus Stories*, beamed for kindergarten through third grades. *Art and Artists*, the Tuesday program, is for sixth grades. On Wednesday the fifth grades listen to *Georgia at Work*. It's *Songs and Stories of the Southland* for the fourth grades on Thursday. Students of the sixth grades are featured in a quiz program, *The Quizonnaire*, on Friday.

Only commercial appearing on the program is the simple statement at the beginning, "*Rich's presents.*"

"The DOCTOR

on the

Air"



- Popular Medicine Programs backed by well-known medical authority.
- Script and talent for spots or whole show.

Frederic Damrau, M.D.

247 PARK AVE., NEW YORK 17, N. Y.

Wickersham 2-3638

and at the end, "*Rich's has presented.*" Programs are preceded by the WGST studio orchestra in a program entitled *Number Please*, followed by news. Series is produced by WGST associate manager, John Fulton.

Department Stores

MUSIC AND CIVICS The JULIUS GARFINCKEL & CO., department store, sponsors a two-hour music and civic minded program over WINX, Washington, D. C., every Sunday afternoon from 3:00 to 5:00 P.M. Featured is pop concert music plus outstanding works of outstanding composers such as Gershwin's *American in Paris* and Aaron Coplan's *A Lincoln Portrait*. Each program also features a civic message about Washington by a prominent citizen. Script and production credit: Betti Allen.

Hotels

LAS VEGAS CALLS For those vacation bound, *Las Vegas Calls* over KDYL, Salt Lake City, Utah. Radio series is aired three times weekly at 11:15 P.M. (M-W-F), and is sponsored twice weekly by the HOTEL LAST FRONTIER, once weekly by the HOTEL EL CORTEZ, Las Vegas, Nev.

Top flight bands and orchestras are featured by transcription, with four tunes to a show. Alternating themes: *Saludos Amigos* and *Nevada*. First commercial deals with Las Vegas and surrounding scenic attractions, carries out the idea of "the Old West blended with modern comforts of today." Second commercial gives a build-up to sponsors' accommodations for vacationers. Contract is for 26 weeks. First broadcast: September 10, 1945.



WHAT THE PROGRAM DID FOR ME

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

Department Stores

INCREDIBLE, BUT TRUE "We believe this series is the most unusual of its kind that has ever been produced. It consists of highly dramatized episodes of what might be called occult occurrences, each one of which has been carefully documented and authenticated.

"This program should be of high interest to about as large a radio audience as any show could hope to reach. This applies not only to the type of people, but also to age groups.

"The series is broadcast every Thursday at 10:30 P.M. and every Sunday at 10:15 P.M. over WMAQ for the GASSMAN DEPARTMENT STORE. The contract is for 26 weeks."

A. H. PERON
*Newby & Peron, Inc., Adv.
Chicago, Ill.*

AIRFAX: Format of the syndicated transcribed series: dramatic narrative with Ken Nordine as narrator. Cast of six. Credit lines: writer, Lou Scofield; original music by Arsene Siegel.

Series is heard on a host of stations throughout the United States and Canada, including airings in Vancouver, B. C., St. John's, Newfoundland, and Salt Lake City, Utah.

Offering is a quarter-hour show.

First Broadcast: September 6, 1945.

Broadcast Schedule: Th., 10:30-10:45 P.M.; Sun., 10:15-10:30 P.M.

Sponsor: Gassman Department Store.

Station: WMAQ, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

Agency: Newby & Peron, Inc.

Producer: Unusual Features Syndicate.

COMMENT: For the advertiser who wants to sell the mass market, a program which appeals to all types of people and to all ages is of prime importance. In a program of the type here, documentation and authenticity are prerequisites for complete audience acceptance of occurrences which are out of the realm of every-day experience.

Automobile Associations

AUTO ANSWERS "With the end of gasoline rationing and the manufacture of new cars again, automotive advertising will be placed again in volume. With that in mind, the District of Columbia Motor Club, a division of the American Automobile Association, took to the air.

"*Auto Answers* is set-up to answer any problem relative to the mechanical side of automobiles, as well as to handle questions relative to traffic rules and regulations or questions about travel.

"Each week we have a volunteer panel of automotive experts to answer the questions of motorists.

"The experts never see the question or the answer previous to the broadcast. If they don't give the correct answer in 20 seconds, the listener sending in the question gets one dollar in Victory Stamps.

"Each listener sending a question to *Auto Answers* receives a copy of the A.A.A. street map of Washington and its suburbs.

"We can usually handle between nine and 12 questions on each 15-minute program. Each question is answered through the mail as well as on the air."

LARRY CARL
*District of Columbia Motor Club
Washington, D. C.*

AIRFAX: A.A.A. auto reporter Larry Carl emcees the show.

First Broadcast: February, 1945

Broadcast Schedule: Tuesday, 7:15-7:30 P.M.

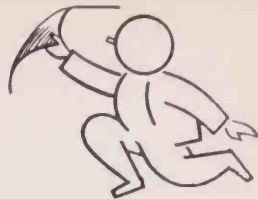
Station: WINX, Washington, D. C.

Power: 250 watts.

Population: 663,091.

COMMENT: With the public's current interest in motoring, it's concern over automobile maintenance, a program of this type should have a wide appeal.

SHOWMAN VIEWS



Briefly noted here are new releases in the field of syndicated features. For a complete listing of syndicated features, refer to the RADIO SHOWBOOK.

Detective Stories

ADVENTURES BY MORSE With the headlines of the nation's press high-lighting dramatic stories of conquest, radio programs with adventure as their theme are today finding an increasing number of listeners. Such shows as *Suspense*, *The Green Hornet* and *Night Editor*, to list but a few, steadily build audiences.

In *Adventures by Morse* listeners are taken into a world of action and adventure in a new radio serial which revolves around the central character of colorful Captain Friday.

Adventures by Morse is built by a top radio name, Carlton E. Morse, popular serial writer responsible for the *real life* drama, *One Man's Family*, and the radio thriller *I Love a Mystery*.

The show features an excellent cast, with top names in radio and from the motion picture world.

Plus value: strong merchandising support. Press stories, suggested spot announcements, photos, mats, and mailing pieces are all a part of the promotion and publicity kit.

Series is available in units of 13 half-hour programs for release once a week. Prior to transcribing, scripts for all programs were submitted to the continuity acceptance departments of all four transcontinental networks. Format is made up of a series of stories alternately ten and three episodes in length. Ten-episode stories are aimed for psychological murder-mystery adventure. Three episode stanzas are devoted to fast action.

AIRFAX: Type: E.T. Episodes: 52.
Producer: Carlton E. Morse Productions.

COMMENT: It isn't every day that the local or regional sponsor has a crack at a show definitely big-time in writing,

production, direction and casting. This timely show keyed to current listening trends is a radio *natural*, a quality radio program that's bound to build an enthusiastic, regular listening response.

Music

MUSICAL ROMANCE Who doesn't love a couple of kids in love? What's true in real life is equally true in the realm of broadcast entertainment. In *Musical Romance* two lovable youngsters, very much in love, sing love songs of today and yesterday. Series has now been transcribed for five-minute serialized shows, five times a week, is available for local and regional sponsorship. Program is now being aired in over 60 cities.

Comments BARNETT & WEISS, JEWELERS, Salt Lake City, Utah: "We hear many favorable comments from customers and friends." From GOLDMAN & WALTER, ADVERTISING, Albany, N. Y., came this remark: *Dick and Jeannie* has proved to be an outstanding production with excellent results. We have used the show to sell merchandise, as well as for promotions, and, not to say the least, for its value as an institution builder." Comments from some of the many GENERAL STORES SERVICE, INC. using the series indicate good results, according to A. M. Coplan, Baltimore, Md.

AIRFAX: Network quality production, with top-talent is to the credit of this series. Phyllis Creore and Ray Williams are cast as *Dick and Jeannie*. Margaret Sangster scripted the show. Organist: Henry Sylvern. Barry Drew announces.

Producer: Harry Jacobs Productions.

COMMENT: When an advertiser takes on a transcribed series, the pioneering has been done, the trial and error procedure accomplished.

Music

DATE WITH MUSIC, A All-time hit melodies, top radio talent, and a galaxy of stars is what listeners who make a *Date With Music* have in the offing. Directed by William Stoess, former WLW musical director, and emceed by Allyn Edwards, talent on the show includes vocals by Phil Brito, piano by Sammy Liner and the novachord and organ by Doc Whipple. With 78 quarter-hours now available for immediate delivery, a total of 130 are to be produced.

AIRFAX: *Producer:* Charles Michelson.

COMMENT: Hit melodies, and top radio talent have what it takes to hold audiences, promote sales.

Mystery

ADVENTURES OF MICHAEL SHAYNE It may be a psychological escape mechanism, but the public's interest in mystery stories, whether in book form or dramatized over the air, continues to mount from month to month. And that public, whether it is reading or listening, represents a complete cross-section of human endeavour; the professor is as apt to be an addict as his student.

What pulls the fan to his radio on the Pacific Coast is the *Adventures of Michael Shayne*, a half-hour mystery drama available in 39 episodes. Now sponsored on the Coast by the UNION OIL Co., the series enjoys a 9.7 HOOPER.

No novice at the art of building programs of this kind is producer, SELECTED RADIO FEATURES. Also to its credit: *Press Club*, a 15-minute mystery drama, written around the city desk of a daily newspaper. Under the sponsorship of PACKARD-BELL RADIO, *Press Club* gained an 8.00 Hooperating on the Pacific Coast.

AIRFAX: *Type:* E.T. *Episodes:* 39.

Time Unit: 15 Minutes.

Producer: Selected Radio Features.

COMMENT: For the advertiser whose appeal is to the mass market, who wants to reach the widest possible segment of the listening audience, killer-dillers have what it takes to produce results.

STATION SERVICE

Radio activities in behalf
of public interest.

POWER OF MUSIC

Words aren't the only medium by which a story is told, as some 38,000 school children in Charleston, W. Va., well know each year. It's done with music over WGKV. Now in its fifth year, *Musical Pictures* is regularly listened to by an estimated 38,000 school children every year from the first through the sixth grades at a time which fits into the school curricula. Evidence that the blood-and-thunder type of radio fare isn't the only way to capture the attention of the small fry: in a questionnaire passed out throughout the schools last year, *Musical Pictures* was overwhelmingly voted the favorite radio program among the grade schoolers.

A public service feature, the program is aired each Wednesday and Friday from 1:30 to 1:45 P.M., the time being set by the teachers and the Board of Education. Comments WGKV program director, C. P. Vogel, Jr.: "WGKV is proud to be broadcasting these programs and we do not regard them either as publicity or promotion. We honestly feel that we are doing a great public service throughout our county school system."

Primarily a different approach toward music appreciation, each broadcast tells a story, musically. Student participation comes from drawing pictures of images conjured up by the music or stories and poems upon the subject. Script is written by members of the Junior League, narrated by program director Vogel.

Through a Radio Board and the Board of Education, teachers are given parallel material for research and to aid them in classroom preparation. The Public Library builds a special section for teacher's research for the six weeks of the series.

IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT

YOU WILL APPRECIATE A
RADIO SHOWMANSHIP
FILE

BINDER

If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 12 issues. With it, you can tell at a glance which of the 12 editions carry material of especial interest to your business. It's the convenient, compact method of keeping your copies in permanent chronological order. *Order now!*

RADIO SHOWMANSHIP MAGAZINE
1004 MARQUETTE
MINNEAPOLIS 2, MINNESOTA

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