

MAY 1949

OK ✓

S Showmanship



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"Kitchen Kapers" in action: Tiny Ruffner interviews contestant while Producer Paulsen and Merchandise Manager McKenna watch

Food Firms Back

AIR FAX: Quiz show, sponsored by makers of food products, has big appeal for audience of housewives.

First Broadcast: September, 1947.

Broadcast Schedule: Monday through Friday, 10:45 to 11:45 A.M.

Sponsor: Participating

Station: WIP, Philadelphia, Penna.

Power: 5,000 watts

Population: 2,898,644

Preceded by: "Terminal Topics"

Followed by: Victor H. Lindlahr

Nothing is more effective than a radio program for housewives that is sponsored by a group of participating advertisers who are marketing merchandise that every housewife needs.

It is this successful selling formula that station WIP in Philadelphia has incorporated into "Kitchen Kapers." And it is this formula which is evoking statements of satisfaction from almost twenty sponsors whose wares are plugged via the show. Why not? For in every case increased sales have

been traced directly to "Kitchen Kapers."

Format, as well as advertising ingenuity, has put "Kitchen Kapers" on the map as far as Philadelphians are concerned.

It all started back in September of 1947. The show was planned as a live audience quiz program with questions based on food, recipes, nutrition, and just about anything housewives need to know in planning their daily homemaking schedule.

Now merchandise prizes are awarded to each contestant and there are eight contestants on each program. A daily jackpot is awarded to the one participant coming nearest to the correct answer to the "running" jackpot question. Contestants are drawn by admission ticket numbers. Actually, questions are angled so that they are easy and so that each contestant wins. Psychologically, too, "Kitchen Kapers" hits the jackpot.

Commercial messages are woven very easily, and with a great deal of informality, into the continuity. Casually, mention of the specific product is introduced and usually, the commercial announcement lasts about an average of forty-five seconds,

although, with the store and shopping mentions, commercials may average a full minute.

"Kitchen Kapers" is aired Monday through Friday from 10:45 to 11:45 A.M. Tiny Ruffner is emcee and his particular kind of personality goes a long way towards sparking the show.

Apparently, listeners like just about everything that goes into the making of the show. More than six hundred tickets are requested each week from folks who want to see the program. More than three hundred people actually attend the Tuesday night recording of three shows and the

Wednesday live broadcast of one show and the recording of another.

While housewives listen attentively, sponsors have their advertising messages aimed directly at their audience target. And according to sales records, "Kitchen Kapers" scores a bulls-eye every time.

Sponsors who participate gravitate primarily from surrounding areas. Among the advertisers on "Kitchen Kapers" are Beardsley's Codfish Cakes, Marshmallow Fluff, and Hoyt's Dumpling Mix, all made in New Jersey. From the Pennsylvania locale come Wise Potato Chips, Turkey

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Housewives' Show

Emcees of "Kitchen Kapers"
Johnny Wilcox at left, and
Tiny Ruffner at right



JUVENILE SHOW

AIMS AT ADULTS

AIR FAX: Child's program directed at adult audience wins citations from several critical groups.

First Broadcast: October 26, 1947

Broadcast Schedule: Monday, 9:30 to 10 P. M.

Station: American Broadcasting Co.

A children's show with format directed at an adult audience is the formula which has won citations from the National Conference of Christians and Jews and the Radio-Television Critics Circle of New York. Program is "Child's World" an ABC offering.

Scheduled for broadcast on Monday evenings from 9 to 9:30, "Child's World" is a program conducted by Helen Parkhurst, founder of New York's largest private school and originator of the Dalton Plan being used in many progressive schools.

Feature of the broadcast is extemporaneous discussions about every topic from God to vacations. Youngsters who take part range from four to sixteen years old and they have spontaneous opinions to offer on whatever the theme of the show is that day.

Miss Parkhurst's Manhattan apartment is the setting for the show. Comic books and soft drinks help to loosen up the children's tongues so they relax and speak freely about lying or hookey, teachers, prayers, prejudices, or babies. Since the series first began broadcasting in October, 1947, the boys and girls have consumed gallons of cocoa and soft drinks and thousands of doughnuts.

As they get comfortable, the children are invited to participate in the discussion groups. Conversations that are recorded are then broadcast at a later date.

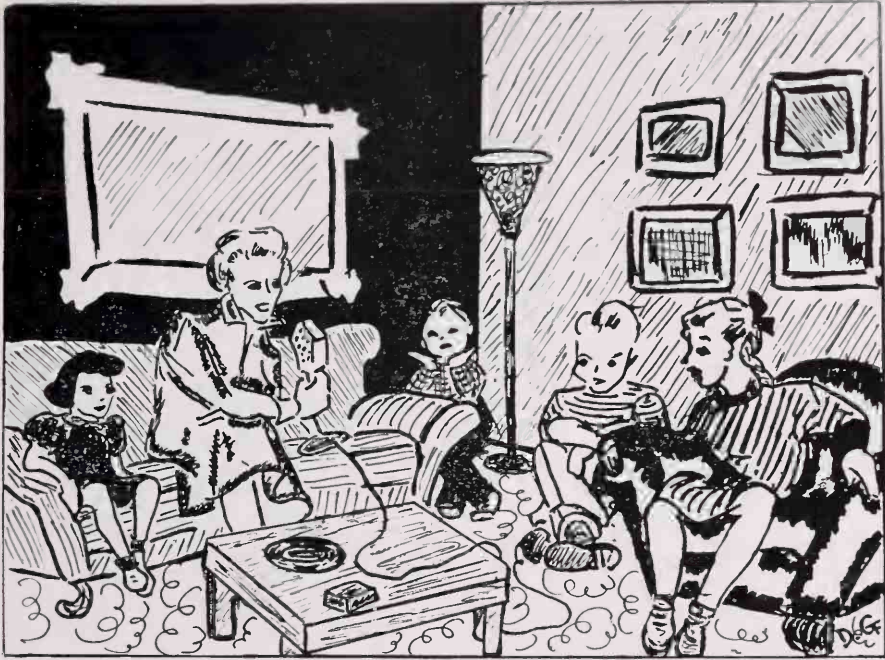
To reduce any tendency for showing off before an audience, no one is present during the recording sessions except Miss Parkhurst. Radio director Clark Andrews and the engineer sit in the kitchen of the apartment. A peek hole has been split in the wall between the kitchen and the recording room so that Andrews and the engineer may signal to Miss Parkhurst without the children seeing them.

Children recorded for the radio series nearly always are untried youngsters who have never appeared on a radio show before. They don't even know the topic they are going to discuss until a few minutes before they are on the air.

Idea behind these discussions is to give adults an insight into the separate world of children. That is why programs are scheduled beyond the peak listening hours for children and at the top listening time for adults. Primary consideration in building the show is that it is for adult education, not children's entertainment.

Since the innovation of the program, children have taken over Miss Parkhurst's apartment. In her guest room, she has installed sturdy furniture and built-in shelves which she has filled with children's books and comic magazines. Every tactic is directed at making the children feel as relaxed and comfortable as possible.

Not every recording that is made is used on the air. Approximately one in three is approved by the public affairs department at ABC which passes all recordings.



Some of the records are casualties because of overt behavior of the boys and girls, such as absent-mindedly drumming their fingers on the microphone. Two little boys on two separate sessions in discussing how they boxed with their fathers began shadow boxing with the microphones. In early sessions, telephone rings spoiled a few recordings.

Under the direct supervision of ABC vice-president in charge of public affairs, Robert Saudek, each recording is carefully listened to at the network on the basis of continuing interest, of cooperation with Miss Parkhurst to prevent any precoccity.

Youngsters themselves are not screened or interviewed before participating in a guest session. Usually, Miss Parkhurst meets the group for the first time about five minutes before the meeting is slated to begin. She doesn't even greet the children at the door but allows them to roam about until they have adjusted themselves to the apartment. Miss Parkhurst feels this puts the children in a more familiar relationship with her rather than on a "guest at a party" basis.

Throughout the discussions, she tries to keep an impersonal attitude toward the children's statements. Her ability to re-

main "on the fence" places her in a position totally unlike that of parents or teachers.

Some listeners to the broadcast feel she should moralize during the discussion. Such criticism emphasizes the effectiveness of the program's goal. As long as the adult can remain out of the picture, so long will the program reveal the child's own position.

Children who participate on the program represent a cross section of New Yorkers. Some are pupils of Miss Parkhurst, some are recommended by educators, but most of them are picked at random by their schools. Other sources have included Light House for the Blind, Children's Village, and University Settlement House. A visitor from Chicago appeared on one of the broadcasts.

Work backgrounds of the children's parents have ranged from fruit-peddling to the daughter of a Metropolitan opera star.

Children usually represent mixed groups of backgrounds except when peculiarly defined topics are discussed. When the subject of delinquency was covered, youngsters with personal experience were selected for that session. On the discussion of

(Continued on Page 29)

Talent Program Stresses Furniture

AIR FAX: Juvenile talent show marks twentieth year on the air.

Broadcast Schedule: Saturdays, 10 to 11 A.M.

Sponsor: Star Furniture Company

Station: KEX, Portland, Oregon

Power: 50,000 watts

Population: 406,406

Preceded by: "Toyland Tunes"

Followed by: Metropolitan Opera

11 A.M., presents an hour of individual and combination acts by talented youngsters. Entertainment runs the gamut through the fields of instrumentals, vocals, dancing, and general variations.

First aired in Portland twenty-one years ago, the program has been heard on Portland radio stations consistently during the two decade period. This year marks the twenty-first year of broadcasting over Oregon's 50,000 watt facility, KEX.

Commercially, the children's talent program pays off from every angle. Currently, the show is sponsored by Dave Light and Harry Zavin, of the Star Furniture Company at 624 S.W. Fourth Street in downtown Portland.

Standard delivery is followed in commercial announcements. Sales appeal stresses

Uncle Nate introduces the "Harmonettes," regularly featured trio, on his KEX Saturday show, "Stars of Tomorrow"



Twenty years of successful broadcasting is the radio record that has been made by a talent show for young people—a show that concentrates on future stars.

"Stars of Tomorrow," popular juvenile amateur revue, heard Saturdays over station KEX, Portland, Oregon, from 10 to

the furniture and appliance merchandise the sponsors have to offer. Selling messages are cleverly handled with the phrase "Downtown Portland" becoming a household by-word. It is incorporated into the show by using it in the sentence . . . "at the Star Furniture Company in Downtown Portland . . ." Just about everyone recognizes the catch twosome and it is used in all commercial copy.

Aside from air-time the only cost involved in producing the show is the accompanist's fee. Here is another financial break for this sponsor who is getting high-



Versatile emcee Bob Amsberry looks over month's mail received from listeners to his "Squirrel Cage" show on KEX. Amsberry was one of the personalities discovered by Uncle Nate on the "Stars of Tomorrow" show

value selling messages across at a very low money output.

Following through on the children's radio show, Star Furniture Company employs newspaper advertising as further advertising media. Additional radio promotion is achieved via another program aired Monday through Friday over KEX from 9:15 to 9:30 A.M. This is a record program titled "Stars of Today."

Promotion for the Saturday morning children's special includes window and poster displays in key locations, promotional spots and mailings.

Star Furniture has not neglected a single angle in pushing their merchandise through well-planned promotion maneuvering.

Format of the children's show on Saturday morning has maintained a pretty consistent outline during all the years the show has been aired. Emphasis is placed

on new kids . . . new talent . . . plus necessary revisions for smoother production.

Nate Cohen, originator of "Stars of Tomorrow," handles all the emcee activities. "Uncle Nate," the popular man who directs all talent, has discovered a score of widely-known personalities who have already made their mark in the entertainment world. Included among these celebrities are Jane Powell, Kay St. Germaine, Nora Martin and the new personality, Bob Amsberry.

"Stars of Tomorrow" is aimed right at the youthful listener. A studio audience is always present at air-time to participate in enthusiasm expressed by the children. Specially selected acts are featured at private meetings of clubs, the parent-teachers associations and at other organizations.

At each broadcast proceeding itself,
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Executives of Esso Standard Oil Company of Pennsylvania and KYW gather in front of the KYW "Giant Mike." Left to right are Frank Seery, Esso salesman; Thomas Ryan, proprietor of the station; H. R. Merrikan, assistant district manager; John Kirkley, merchandising manager of Esso for Pennsylvania, and Harvey McCall, Jr., KYW sales manager

ESSO SHOW TIES IN WITH STUNT

In a unique approach to local program promotion, KYW, Philadelphia 50,000 watt, has come up with a gimmick that combines circus showmanship, hard-hitting merchandising and over-all station ballyhoo.

KYW, the Westinghouse outlet, has erected a seven-and-a-half foot microphone—which is said to be the largest in the world—atop a Willys-Overland Jeepster. The combination is parading all around the greater Philadelphia area.

Initial program tie-in for the promotion campaign is the news show, "Your Esso Reporter," sponsored by the Esso Standard Oil Company of Pennsylvania. The series is broadcast in the early morning, mid-way, early evening and late evening segments of KYW's daily schedule.

Start of the promotion has been timed to coincide with the placing in operation by KYW of two new 465-foot antenna towers. The towers were recently constructed at the station's new transmitting site in suburban Whitmarsh, Pennsylvania. In this move, KYW is boosting the station as well as the sponsor.

In addition to supporting the "giant mike," the Jeepster, painted a bright yellow, is properly adorned with display signs giving the broadcast times of the Esso Reporter programs.

Kick-off of the promotion stunt began when the "giant mike" travelled to the opening of a new Esso station located on Route 30 in Wayne, a suburb of Philadelphia.

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Special Shows On Anniversary

WLS, the Prairie Farmer Station, Chicago, is celebrating its silver anniversary with several special promotion programs, according to Glenn Snyder, vice-president and general manager. Activities are being keyed to the friendly listener-station relationship which WLS inaugurated in 1924 when broadcasting first begun.

Silver Anniversary programs is commemorating the big part the midwest audience has played in building WLS—through its own choice of entertainment. WLS also is observing the part listeners have played through cooperation with such station projects as the WLS Christmas Neighbors Club, which to date has supplied \$247,000 worth of equipment for hospitals and other institutions; through contributions of nearly \$350,000 to aid the American Red Cross; and through its support of every worthwhile project the station has undertaken.

At the beginning of the celebration on April 12 on the WLS Dinner Bell program, Program Director Harold A. Cafford announced that Arthur C. Page, pioneer farm broadcaster, would present Edgar L. Bill, WMBD president, and first WLS manager; George C. Biggar, first Dinner Bell announcer; Ellen Rose Dickey, New York, first home program director; and Grace Wilson, who sang on the dedicatory program.

A memorial program honoring departed

WLS staff members was set to be conducted by announcer Jack Holden.

One the same evening as that memorial broadcast, WLS broadcasts "Silver on Parade," a special program dramatizing the historical highlights of the station. These include the broadcast of the famous Hindenburg disaster.

In the midst of the other Silver Anniversary festivities, the twenty-fifth birthday of the WLS National Barn Dance will be celebrated at the Eighth Street Theater. A midnight show from 12:30 to 2:30 A. M. of this longest established American radio folk musical program is to be added to the customary 7:30 and 10 P. M. stage broadcasts.

Old-timers appearing on this program include Pat Barrett, known as "Uncle Ezra," now retired on a northern Illinois farm; Bradley Kincaid, the "Kentucky Mountain Boy," now of WSM; Tom Owen, WMT, first square dance caller; Steve Cisler, WKYW, Louisville, former Barn Dance emcee; Malcolm "Spareribs" Clair, now of WCFL; and Joe Kelly, of National Barn Dance and Quiz Kids fame.

A special sixteen-page edition of the WLS *Standby* magazine with many pictures demonstrating scenes of "today" as well as "yesterday" in the history of the station, has been published for distribution to agencies, advertisers, corn belt business men and WLS listeners.

Results from Spots

Mean Time Sales

AIR FAX: Radio and television tie-ins push sales for retail store.

First Broadcast: Spring, 1946

Broadcast Schedule: Saturdays, 5:45 P.M.

Sponsor: B. F. Goodrich Company, Utah stores

Station: KDYL, Salt Lake City, Utah

Power: 5,000 watts

Population: 225,000

Preceded by: Transcribed music

Followed by: NBC Network, "Hollywood Star Theatre."

A radio theory that if spot announcements could produce certain results, a good quarter hour program should produce even more has paid off advertising-wise for the four B. F. Goodrich Company. Utah stores in Salt Lake City, Ogden, Provo and Logan.

Walter Wallace, division manager for the B. F. Goodrich Company began buying spot announcements on KDYL back in 1937 and, with the end of the war and an eventual return to competitive merchandising, decided in 1946 to begin a quarter-hour once a week program. One of the

Walter Wallace, division manager for Goodrich Company Utah stores, receives gold award for excellency in radio sports programming. Jerry Hill and Emerson Smith look on as Del Leeson presents award



B. F. Goodrich Company retail store at 131 East First Street, Salt Lake City. This store, in cooperation with retail stores in Provo, Logan and Ogden, uses KDYL-TV advertising exclusively



purposes of this program was to convince the audience that B. F. Goodrich stores were general retail outlets as well as tire merchandisers. The four Utah stores cooperate, since all are in the KDYL listening area.

A discussion with KDYL's program and sales departments convinced Wallace that a sports program which would be a real service to the male audience was his best bet, and consequently a format was roughed out for a program called "Highlights From the World of Sport," to be aired at 5:45 Saturday evenings.

The 5:45 P.M. Saturday time was chosen as the one in which the best all-over sports coverage could be given and the wisdom of the time choice has been proven many times over the past two years. During the fall, this time allows a complete coverage of football scores with brief leads on the big Pacific coast games which are just then ending, due to the time differential. An hour later these scores have lost their freshness. Month after month the 5:45 P.M. time has proved to be the most fortunate in reporting major sports results while the results are news. No matter what sport is in season, that time has worked the best for the freshest, most complete coverage.

After the first decision of building a sports service show, the rest of the format was worked out quickly, and has never been

changed. Current sports coverage is reported in the first four minutes; the next section is devoted to an interview with a sports authority or an analysis of a local sports situation and the third four-minute section is given over to a feature sports story in retrospect—usually built around the history of a well-known local athlete. This format, along with the time, has never been changed in the three years the show has been sponsored on KDYL. Incidentally B. F. Goodrich has advertised exclusively on KDYL.

The use of two voices was also agreed upon. Emerson Smith, KDYL program director, whose many years of radio staff work with an emphasis on news, gives the first four minutes of sports results because his voice and style lend themselves to this type of reporting. Jerry Hill, then of the KDYL news staff and now sports director at the station handles the middle section—the interview or sports analysis—and Smith comes back with the retrospect angle. Here again, there has been no change. Smith and Hill who started the show still do it, with Hill writing most of it as he has always done.

From a program standpoint, there has always been a rule that the interview must be with a person of sufficient stature to command interest. "Name" golfers, ball players, fighters and coaches are invited to

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CHILDREN RADIO

AIR FAX: Disc show with competitive gimmick hits audience jackpot.

Broadcast Schedule: Monday through Friday, 4 to 5:30 P.M.; Saturday, 2 to 4 P.M.

Sponsor: Participating

Station: KPRO — KPOR-FM, Riverside, California

Power: 1000 watts

Population: 43,646

When a disc jockey cooks up a gimmick that has everyone in the listening area begging for a portion, he has concocted a recipe that's bound to be in the number one spot on anyone's menu. And that is exactly what Red Blanchard, platter server over station KPRO and KPOR-FM in the Riverside and San Bernardino area has done.

Name of the dish is the "1440 Club" and it is served Monday through Friday from 4 to 5:30 P.M. and Saturdays from 2 to 4 P.M. What make it extra special to listeners and sponsors are the spicy secret ingredients carefully mixed into the whole by Blanchard. So successful is the Blanchard formula that his name has hit the pages of the *Los Angeles Mirror*, via Fred Beck's column, "What's New?"

According to Beck, things are pretty bad out in San Bernardino, roundhouse capital of Southern California. He claims that the town is in a turmoil, that home life is shot, and that the educational system is falling apart. And all because

of a horrendous crime being perpetrated by disc jockey Blanchard.

Actually, it isn't as bad as an invasion from Mars or even a typical Hollywood Frankenstein. All Blanchard has done is offer a television set to the winner of a radio contest based on a good old-time scavenger hunt. Sounds like fun. And it is. Sounds like good programming. And it is. It's gathering a host of new listeners to the show. It's selling a host of merchandise for the lucky participating sponsors who had the foresight and acumen to buy themselves some time on the "1440 Club."

Especially keen on the promotion stunt are the young boys and girls in town. According to reports, just about every home in town is feeling the impact. It goes almost without saying, that almost every home in town is also feeling the impact of the

RANSACK TOWN IN SCAVENGER HUNT

advertising aired over Blanchard's show.

For one hour and fifteen minutes every day, the youngsters are glued to their radio sets. They can't leave because Red strings his clues through the show, interspersing them between records and commercial announcements for a photo shop and a Riverside jalopy yard.

The minute the show is off the air, the multitudes of young scavengers dash out of their homes in search of the varied objects Blanchard has named for the day's hunt.

Everything gets ransacked—everything from the town dump to the neighbor's attic. They raid basements, raze buildings just to gather together such objects as sardine can keys or fertilizer sacks or weathered cedar shakes.

Beck's column tells of how the hunt disrupted the entire household of Fred Servatius where, Beck says, "once all was peace."

It seems that, previous to the scavenger affair, Mr. and Mrs. Servatius had no particular problem with their daughter, Evvy, a seventeen-year-old who keeps her ice skates under the bed.

Then Evvy set out to win that television set.

Beck says that until that time she was a normal kid in jeans and saddle shoes and sloppy sweaters. Now she spends a nerve-racking hour listening to records she may not even like just so she won't miss any of the day's clues.

When Blanchard signs off, the listeners

dash around in quest of odds and ends of all things imaginable. They snoop into trash cans, sewing baskets, the back rooms of grocery stores, and climb eagerly through wrecking yards.

When Blanchard told his followers to get ten broken shoe laces, Evvy Servatius started breaking shoe laces in her father's closet, Beck claims.

Once the object of the day was burned-out fuse plugs, which necessitated learning how to short circuit electric appliances.

Nearly a thousand boys and girls are in the running for the grand award and as the day of the contest's close draws nearer, the objects named seem more difficult to obtain.

Truth of the matter is that Blanchard has been so successful in boosting the sales records of everything he advertises on his disc jockey show that he has become known to prospective sponsors as "Dr." Blanchard, the man who can cure any businessman's sales ills.

BMB and Hooper Listening Report have KPRO down as the most listened-to local station in the area. And that is the station that always does the most effective selling for its advertising clients.

For it is the station with the imaginative programming that gathers a wide audience. And it is that audience that buys the products offered by the show they like listening to. It's a vicious cycle, yes, but a rewarding one for sponsor, station, and listener alike.

MOTOR FIRM SAYS 'FIND THAT FORD'

A simple program format which requires only two men, a control operator and an emcee to produce a fifteen-minute show is bound to keep any sponsor advertising-budget happy. When that same program is so unique it has captured the attention of droves of radio listeners, that sponsor's satisfaction is doubled.

And that is the situation with "Find That Ford," a fifteen-minute quiz show offering being served by Station WSAV, Savannah, Georgia. Sponsor who is getting big merchandise promotion via this show is the J. C. Lewis Motor Company. The program promotes their repair shop and sells 1949 Fords.

Gimmick that has quiz-conscious Savannah audiences on their ears is an unusual clue consisting of a short vocal clue sandwiched in between two fragments of song. Tune lasts approximately thirty seconds and is followed by the query, "Can YOU Find That Ford?"

"Find That Ford" quiz actually follows the standard call-out procedure, averaging three or more calls for each program. Show opens with a simulated police radio call, transcribed for ease of operation. Call

states in effect that a 1949 Ford is wanted for a big reward. Even in quiz part of show, sponsor's products get mention. Listeners are conscious of the type of merchandise being offered on this program.

What sparks the simple set-up of "Find That Ford" and has put it on the Savannah popularity parade as far as quiz shows go is the mystery involved in the transcribed clues, a peppy theme, and the friendly personality of emcee Norm Strand.

Show opens with an explanation of how the quiz game works. The clue is played once and then the telephone calls begin. For each person who is called, the clue is played in such a way that the party on the other end of the phone can hear it. This gives everyone an equal chance to win whether they are listening or not.

Awards are large enough to make the winning attractive and consist of merchandise from the local Ford Company. Such items as radios, car heaters, undercoating jobs, and seat covers.

Prize list has gone up as high as \$245.30 in value and consistently runs upwards of a hundred dollars. Each person, whether or not he is called, gets a consolation prize. This may consist of small items of merchandise such as pop-out cigarette lighters or rear-view mirrors. Prizes themselves are commercial announcements for the advertiser for they keep his merchandise in the mind of the listener as well as the recipient.

If someone wins in the middle of the show, a brand new prize list running as high as eighty dollars to start is brought out. A new set of clues is played and more telephone calls made right up to the time the show ends.

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AIR FAX: "Find That Ford" quiz show promotes local Ford dealer's repair shop and sells 1949 Fords.

First Broadcast: October 4, 1948

Broadcast Schedule: Monday, Wednesday, Friday, 7:30 to 7:45 P. M.

Sponsor: J. C. Lewis Motor Company

Station: WSAV, Savannah, Georgia

Power: 5,000 watts

Population: 152,600

Ad-libs Up Sales

AIR FAX: Disc spinner with casual air ups merchandise sales for cooperating sponsors.

Broadcast Schedule: Monday through Friday, 2 to 5 P. M.

Sponsor: Cooperating

Station: WHAV, Haverhill, Massachusetts

Power: 250 watts

Population: 46,752

Ad-libbing commercial announcements in a friendly manner seems to be the secret formula for a widely-heard record spinning show being broadcast over WHAV Haverhill, Massachusetts.

"Platter Playhouse" is the title of the record hour and Warren Greenwood, who is also WHAV Program Director, is the guy with the facile speech and sincere

manner who is spinning the records. Warren Greenwood is also the man who is selling the merchandise advertised by sponsors of the show and selling that goods steadily and in quantity.

Actually, "Platter Playhouse" is the brainchild of Greenwood. Soon after he became Program Director at WHAV he scanned the schedule and found that there was not enough commercial time slated for afternoon airing. The answer, in Greenwood's mind, was to block program.

"Platter Playhouse" was set up as a three hour feature Monday through Friday between the hours of two and five in the afternoon. The show features ten and fifteen minute segments of music or popular artists, with five minutes of news every hour on the hour.

Technique used for the show is what

(Continued on Page 31)



Warren Greenwood, disc spinner on "Platter Playhouse" aired over WHAV, Haverhill, Massachusetts.



Buzz Aston and Bill Sutherland, singer and announcer, on KDKA show, "Memory Time"



The Iron City Four.
Bernie Markwell, B

OLD SONGS ON BREWERY SHOW

AIR FAX: Program featuring tunes from long ago piles up present day sales records for brewing company.

First Broadcast: 1944

Broadcast Schedule: Thursday, 7:30 P.M.

Sponsor: Pittsburgh Brewing Company
Station: KDKA, Pittsburgh, Pa.

Power: 50,000 watts

Population: 1,094,060

Old songs are the best songs, people often say. And people have said that so often that the Pittsburgh Brewing Company has attracted a wide circle of new customers by capitalizing on that theme with their radio offering, "Memory Time." With that show, they are selling a much larger quantity of Iron City Beer.

Their success story started back in 1944 when the company settled on a half-hour program of nostalgic, familiar music of the past. This was to become the keystone of its radio promotional effort.

To portray authentically the musical style of bygone days, a seven-piece Dixieland band was formed. It was brassy and loud and it played the kind of music that brought back memories of the Jazz Age. A popular Pittsburgh baritone with considerable stage experience served as male lead and master of ceremonies. A character songstress took care of the novelty numbers and, of course, a barbershop quartet was formed. The script, written in the style of early vaudeville shows, interlaced each song with references to memorable happenings in the era of its popularity.



Right: Dick Fischer,
es and Ray Griffin



Elaine Beverly, singer of novelty numbers,
with popular baritone Buzz Aston

Even against top network competition, the show succeeded at the very beginning, though in a moderate fashion. That started its climb up the ladder of radio success. A year later it was moved to a stronger station, the 50,000-watter, KDKA in Pittsburgh, for even greater coverage.

Today, "Memory Time" reaches the greater part of three states, Ohio, Pennsylvania, and West Virginia, over a private network.

Some of the nine stations used to carry the program simultaneously with its 7:30 P.M., Thursday, Pittsburgh time; others transcribe it from the telephone lines for rebroadcast later the same evening.

Such a handmade network is a big advantage to the Pittsburgh Brewing Company. It offers the territorial beer advertiser an opportunity for getting complete coverage of his area at a moderate cost.

Talent rates, which include musicians and vocalists, are no higher for a hundred stations than for two under union rates. The only added costs for an additional station's use are those for the time period and for lines, so that frequently total charges are less than those incurred by sponsorship of the local program.

There are other obvious advantages, not the least of which is the uniform delivery of the sponsor's advertising message in all markets.

Consistent appeal of "Memory Time" to all types and varieties of listening groups has been evidenced in many ways. The series of broadcasts has maintained as high Hooperatings as all but the highest network musicals.

Final payoff comes in sales, and considerable sales, at that. Brewery officials attribute much of Iron City Beer's amazing sales gain recently to the radio program. In fact, several months in 1948 and 1949 have set new all-time records.

Both S. E. Cowell, president, and M. F. Haid, sales manager of Pittsburgh Brewing Company, have made effective use of the show as a sales weapon. One clever innovation has been their plan to have the sales force distribute tickets to the broadcast among customers. Each guest receives an advertising token as a souvenir.

Other radio media are used to boost sales. The company believes its newspaper tie-ins and radio spot announcements are contributing towards building a greater audience—which means, in turn, an upward trend in sales. Actual statistics are proving the truth of that contention. Today the Pittsburgh Brewing Company's sales are up while the national trend is down. "Memory Time" is given much of the credit for this sales condition.

Popularity of "Memory Time" was recently tested in Youngstown, Ohio, where

(Continued on Page 32)



PROOF O' THE PUDDING

WLAW Receives Billboard Public Service Award

"This is Greater Lawrence," the program sponsored by Pacific Mills and aired every Thursday evening at 7:15 over WLAW, Lawrence, Mass., has been awarded third place for outstanding public service in the Eleventh Annual radio and television promotion staged by Billboard magazine. The award was conferred in the category assigned to clear channel network affiliates.

Story of the prize winner was given featured play in the March issue of RADIO SHOWMANSHIP. The program, produced and directed by Frederick P. Laffey, goes out to the 150,000 residents of Lawrence, Methuen, Andover and North Andover. It has been planned to contribute to the welfare of those citizens. More than fifty representatives of diverse organizations in the area have appeared before the WLAW microphone to tell the stories of their groups to New England listeners. Purpose is to get all groups to understand each other.

So successful has the program been that it has been renewed for its second year on the air by Ernest D. Walen, Pacific's executive vice president.

Counselor Marks Nine Years in Radio

"The Unseen Advisor" famed human relations counselor whose program is heard by thousands in the Philadelphia area, last week began his ninth year of broadcasting over station WIP, Philadelphia.

WQXR Gets Three Renewals

General Foods Corporation has renewed its contract with WQXR calling for morning weather reports and spot announcements in the interest of Birds-Eye Frozen Orange Juice.

With the new contract, which starts May 2, commercial copy will plug Orange Juice for the duration of the eighteen-week contract. Although Birds-Eye has been a sponsor on WQXR since February, 1947, this is the first time the contract has run through the summer months.

Account was handled through Young and Rubicam, Inc.

Two other long term account renewals indicate General Foods Corporation's satisfaction with radio advertising over WQXR.

Maxwell House Coffee, sponsor of the "Dinner Concert" since 1941, has begun its ninth year with the same program, aired Mondays through Saturdays from 6:30 to 7 P.M.

The Yuban coffee contract, calling for a spot announcement campaign was signed for 52-weeks at the same time. These two accounts were placed through Benton and Bowles.

Retail Program Runs Ten Years

A decade of good broadcasting has earned the National Retail Dry Goods Association Award for Distinctive Merit as an outstanding retail radio program for "Kitty Kay."

"Kitty Kay," produced over WRBL, Columbus, Georgia, is sponsored by a local department store. Running fifteen minutes daily, the show has been presented for the past three and a half years by Jean Peterson, the station's traffic director.

Newscast Renewal

Kohler-McLister Paint Co., of Denver, have renewed their two five-minute newscasts each week which are aired over KOA at 10:30 P.M. on Tuesdays and Thursdays. They have added a third newscast on Mondays at 10:30 P.M. Agency was Arthur G. Rippey and Co., of Denver.

WMGM Cited for Promotion

New York's WMGM for the third successive year has won Billboard Award for its radio promotion activities, getting the only citation made by Billboard in the non-network 50,000 watt category during the 11th Annual Promotion competitions.

WMGM promoted a week-long series of special shows featuring big names in radio. The campaign, spread out over six weeks, involved use of film trailers in Greater New York, transcribed musical jingles by Hollywood stars, and a heavy schedule of ads in daily and trade papers, as well as the use of match book and laundry shirtband ads.

WHAM Fashion Program Gets a Eighteenth Year Renewal

Eighteen years is a long time in radio, but that is the renewal record piled up by "Sibley Tower Clock Time" daily fashion program broadcast every day over WHAM, Rochester, New York.

Featuring shopping hints, fashion news and music, the show has received another year's renewal for the eighteenth consecutive year by Sibley, Lindsay and Curr Co. Department Store.

Renewal was announced by William Fay, vice president of Stromberg-Carlson, owner and operator of the station.

Chicago Emcee First In Popularity Poll

Emcee of "Let's Have Fun," combined comedy and quiz show heard over WGN, Chicago, gets the last laugh when he receives an award from the University of Illinois Student Craftsmen club as the most popular radio emcee in Chicago. The show is heard weekdays from 12 to 12:30.

The Studio Craftsmen is a radio workshop group composed of students in the radio curriculum of the School of Journalism.

In the popularity poll, Hank Grant placed ahead of Don McNeill and Tommy Bartlett who were voted second and third place respectively.

Victor Sponsors Record Shows Twice Weekly on WQXR

RCA Victor division of the Radio Corporation of America has renewed its contract with WQXR for fifty-two weeks, sponsoring two night-time programs weekly.

Renewal, handled through J. Walter Thompson Company, is for "The Showcase" on Tuesdays from 10:05 to 10:30 P.M. and on Thursdays from 10:05 to 10:30 P.M.

RCA Victor has been a WQXR sponsor since December, 1941. Their programs have always featured recordings recently released by RCA Victor. Latest innovation was "The Showcase" which headlined a weekly interview with one of artists recording for RCA Victor.

Policy of the company will be to continue to feature these recording artists and to present the latest works of those who are interviewed.

Commercials now stress recordings released by the company. Copy subsequently will include advertising for the new 45 R.P.M. records when they are placed on the market.

Coupon Offer Gets Results

Ed Wilson, popular emcee on KWK, St. Louis made one announcement on his 7:45 to 8:45 A.M. broadcast offering a coupon redeemable for one pint of Lubertone, a concentrated lubricant for fuel and oil.

Within a few hours after the offer was made, requests began pouring into KWK. A week after the initial offer, KWK had received 15,000 pieces of mail.

Children's Show Renewed

Airing of "Jump-Jump of Holiday House," a fifteen-minute children's program heard on KYW, Philadelphia, has been renewed for another 52-week contract by sponsors, N. Snellenburg and Co. Department Store of Philadelphia.

The show is a transcribed package scheduled for 9:15 A.M. each Saturday. Seberhagen, Inc., of Philadelphia handles the show.



SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Mrs. John Nash, Jr., San Antonio winner in Mrs. Tucker's Gold Rush contest gets congratulations from announcer Dick Perry during broadcast of "Mrs. Tucker's Smile Program" over WOAI, San Antonio, Texas. Mrs. Nash holds her 4½-month-old baby boy. She won a Waltham gold watch and a chance at \$1,000 grand prize



Clare Dolley, voted "Outstanding Amateur Radio Entertainer of 1948" by New England listeners as result of competition with 400 others on the "Opportunity Hour" sponsored by Curran and Joyce for eleven years over WLA W, Lawrence, Massachusetts, is shown with Terrence G. Tryon, treasurer of sponsoring company and Arthur Flynn, emcee. Miss Dolley won a New York trip for herself and companion as well as an audition for network appearance, in addition to trophy she is accepting to symbolize her victory

Allied Florists of Greater Philadelphia enlisted aid of local disc jockeys to promote sale of green carnations on St. Patrick's Day. Shown is Eleanor O'Donnell, presenting bouquet to Hal Moore, of WCAU



Station WEBR, Buffalo, gets on-the-scene coverage of People vs. Frank Johnston, who was named local Pyramid Club founder. Picture shows Johnston at the WEBR microphone with Clare Allen, station announcer. Allen and Bob Dambach (not shown) brought their blow-by-blow account to WEBR listeners direct from the courtroom where Johnston was charged with "advertising a lottery"



Tom Dailey, personality boy who sparks the "Tom Dailey Show" question - and - answer program for school-age youngsters, is shown with his assistant, Ann Scott, in the process of getting answers to some of the questions sent in to KWK, St. Louis, from which the program originates



SHOWMANSHIP IN ACTION

Listener-Response Card Can Help All Stations

Acknowledging letters, suggestions, calls and comments from listeners often makes a big job for radio station personnel.

So station KVOO, Tulsa, Oklahoma put on its thinking cap and came up with an attractive, inexpensive listener-response card that would serve just such a purpose.

Front of the card is illustrated with pictures of the KVOO home together with a letter answering the listener.

Back of the card shows a skyline scene of Tulsa's business section with comment on resources of the "oil capital of the world."

Plan boosts KVOO, Tulsa, and makes for happy listeners. KVOO offers the idea to any station who would like to use it. All that is necessary is a letter requesting a sample card from William B. Way, KVOO general manager.

KFH Plans Ahead For Football Schedule

In Wichita, Kansas, station KFH has its radio eye on the football season already. The schedule they will air will be determined by votes received from listeners.

The station ran ads in local papers and distributed reprints to sporting goods stores and country clubs requesting listeners to name games they want to hear next fall. Those who voted were also offered the chance to guess results of the balloting. Closest guess will win two free tickets to each game broadcast by the station from September 24 to November 24.

Until now, one thousand votes have been received.

Disc Jockey Aids Amateur Song Writers

Amateur song writers are getting a helping hand from Ranny Weeks, disc jockey on the noontime "Record Rack" show broadcast over WCOP, Boston.

Along with Hub orchestra leader, Weeks is offering time on his show for submission of original songs written by his listeners which he will play on the piano daily during the radio show.

The outstanding song of the week will be repeated each Friday with an interview with the writer. A record of the "song of the month" will be presented to the song judged best during that period. On May 30, the best of all the songs submitted will be selected and published by BMI.

Judges include Larry Green, Victor recording artist; Anthony Bonner, composer of the Hasty Pudding Club music at Harvard, Harry Marshard, Boston orchestra leader; and Arthur Fiedler, conductor of the Boston Pops Orchestra.

Bargain Show Planned To Boost Sales

To help boost business in the Los Angeles area, station KMPC has launched a new show "Bargain Broadcast" to be aired Monday through Friday from 9:15 to 9:30 A.M.

According to retailers' demands for a show that would "result in dollar sales five minutes after the show goes off the air," KMPC organized a research department which uncovered legitimate "bargains" in local shops. These "bargains" are certified by KMPC to be "buyers' mistakes"—overstocking of high quality items through errors in buying judgment.

Each item advertised will be announced as "news" so all advertisers' copy must conform to standardized form of presentation. By eliminating high pressure salesmanship, KMPC hopes to build listener confidence along with its audience.

The station is writing contracts containing short cancellation clauses so advertisers need not use the program unless they have overstocked high quality merchandise.

WLAW Stars Talented Mother-Daughter Team

Both talent and beauty as well as charm have been duplicated in a mother and



Irene and Joyce Dugan

daughter team of entertainers whose show is heard over WLAW, Lawrence, Mass.

Irene Dugan and her daughter, Joyce, are featured soloists on "Stargazers" a weekly show.

WIP First to Air PUC Hearings

Radio made another "first" in Philadelphia when station WIP made an exclusive broadcast of the internal working of a Public Utilities hearing recently.

A Special Events crew, headed by Sam Serota, WIP Special Events Director, set up equipment to cover PUC hearings in Common Pleas Court at City Hall and get complete testimony involved in the local transportation company's hearing for an emergency fare rise.

Microphones were placed on the judge's bench, before the examiner who conducted the hearing, at the witness box and before the rostrum used by counsel.

A traveling microphone was used for comment by Serota and to pick up background color.

WOL Sparks Boys Club Drive

In announcing that his Police Boys Club campaign had exceeded its \$225,000 1949 goal by \$31,000, Washington's Police Commissioner Robert J. Barrett gave WOL, Washington credit for providing the principal promotional effort of the drive.

WOL conceived and produced, with the cooperation of the *Washington Times-Herald*, an all-star variety show headlined Hoagy Carmichael and Al Donahue.

Streamers Plug Broadcasts About Druggists' Services

Window streamers plugging a series of broadcasts on station WMAQ and WMAQ-FM, Chicago, have been distributed to all independent and chain drug stores in the Chicago area.

Titled "A Day in the Life of Your Neighborhood Druggist" the series will highlight the community health services performed by druggists. Part of the "It's Your Life" program, broadcast five times weekly at 11:45 A.M., CST, the show is sponsored by Johnson and Johnson, manufacturer of medical supplies.

KGO Appeal Helps Save Boy's Life

One spot announcement — broadcast over KGO, San Francisco — helped save the life of a seriously-wounded El Cerrito Boy Scout recently.

Within half an hour after an emergency appeal for blood donors was aired that Friday afternoon at 5 P.M., Oakland's Permanente Foundation Hospital received one hundred calls from listeners anxious to give their blood to aid the twelve-year-old-boy recover from gunshot wounds received in an accidental shooting. By the following morning the boy's condition had improved.

First news of the emergency appeal for blood was relayed to KGO continuity acceptance and announcer Tommy Greenhow ten minutes before the announcement was aired.

Talent Show Has New Twist

A talent discovery show with a new twist is starting on WDRC, Hartford. Twist in format is that no specific time period is set aside for the discovery. Better still, the discovery will be all over the dial on local shows with transcribed numbers. Each discovery will have a week's play and build-up on the station.



AIRING THE NEW

WNAX "Plans for Better Living"

A new series planned to help farm families improve their homes and surroundings has begun on station WNAX, Yankton-Sioux City. At the same time the station hopes to promote its own Farmstead Improvement program.

"Planning for Better Living" is being prepared under the direction of WNAX Farm Service [Director Chris Mack, with the cooperation of the State College Agricultural Extension services of Nebraska, Iowa, Minnesota and the Dakotas. Guest experts and dramatizations will give practical suggestions about landscaping farmsteads, arranging farm buildings and remodeling homes.

Commercials will encourage farmers to enter the Farmstead Improvement program, a three-year public service campaign in which merchandise prizes are awarded to state and county winners in the five-state WNAX area on the basis of improvements made.

Religion and Week's News

New show "Religious Headlines" being aired every Sunday morning at 9:45 over KGO, San Francisco, is highlighting the religious significance of the week's news.

Presented by KGO in cooperation with the Northern California Council of Churches, the program features Reverend Henry Adams of the San Francisco Theological Seminary in a weekly discussion of current events from the non-sectarian viewpoint.

Scripts are prepared by Reverend Adams; they are edited and produced by the KGO news staff.

WIP Series on V.D. Evil

Department of Public Health, the Philadelphia County Medical Society, and the medical office of the Fourth Naval District take a well-aimed crack at banishing venereal disease with a new series of programs broadcast each Thursday at 8:30 P.M. over WIP.

"The Doctor Looks at V.D." highlights dramatizations of the health evil, documentaries, and tape-recorded interviews with bona fide cases now patients in local hospitals. Screen and radio stars are presented in dramatizations portraying the problem.

Scripts are designed especially to be used as medium for finding new cases. Material is directed at the person who has reason to suspect infection and urges immediate medical or clinical inspection.

KQW Show Informs Stamp Collectors

Stamp collectors are having new light shed on their hobby with a new Sunday morning show on San Francisco's KQW.

"Kilpatrick's Stamp Man" is the name of the show that features Albert Henry, owner of a philatelic lobby in San Francisco's Palace Hotel. Henry highlights a "Stamp Story of The Week" along with his presentation of follow-ups on foreign stamps, background stories of old stamps and issue dates of new ones. Bulletins on U.S. stamps are also announced.

Kilpatrick's Bakery is sponsor of the show.

Denver Interview Show

Marcus Motors, Inc., of Denver, Studebaker dealers and distributors, have signed a 26-week contract to sponsor "Who's in Denver?" aired over KOA every Wednesday from 6:45 to 7 P.M.

Broadcasts will originate from the lobby of the Brown Palace Hotel in downtown Denver. Bill Ballance will emcee the interview-type show, featuring celebrities and world-travelers visiting in Denver.

WEW Plans Educational Shows

Boys and girls in the St. Louis school system will be getting a variety of educational programs with the six new weekly shows just started by WEW in cooperation with the St. Louis Board of Education.

Created and produced for use in grades one through eight, they are: Monday—"Books Through Adventure"—dramatization of books for children, transcribed by Junior League of America; Tuesday—"Science For You"—directions for actual science experiments; Wednesday—"Constitution of Missouri"—dramas, discussions and queries on constitution making; Thursday—"Stories, Old and New"—stories presented in cooperation with Public Library; Friday—"Music For You," lives and compositions of widely-known composers; and Tuesday—"Your United Nations"—meaning and workings of United Nations.

WSB Program Stars French Celebrities

"Two Americans in Paris" is the title of the new transcribed series which has started weekly over WSB, Atlanta.

Recorded in the French Broadcasting Studios in Paris, the show features Bob Pollack, former WSB announcer and his wife, Mike.

In their first presentation the couple introduced the noted designer Christian Dior, originator of the "new look." Other French personalities will be interviewed on future shows.

Career Clinic Aired To Help Students

Originating from WKBN, Youngstown, is a new series which is designed to help students decide upon a suitable career.

"Career Clinic" is aired each Saturday morning at 10:30 and features a guest speaker who summarizes the highspots in his profession to the student body of the school where the program originates.

Students cooperate with program director Baldwin Harper and sportscaster Don Gardner of WKBN to produce the program.

Choral Groups Get Spotlight

Outstanding choral groups of the Midwest are making guest appearances on a new series of Saturday afternoon musical program being broadcast each week from 1:30 to 2 P.M. over WGN, Chicago.

"Chicagoland Sings" has already spotlighted Southern Illinois University a capella choir and madrigal singers under the direction of F. V. Wakeland, associate professor of music at Southern Illinois.

Among other educational institutions to appear are Illinois Wesleyans, Bradley University, North Park College, Grinnell College and Concordia College.

Lewis James, director of WGN vocal auditions, will direct the "Chicagoland Sings" series.

Training Camp News

Using a novel twist to bring capital baseball fans latest news of the Washington Senators, spring-training in Orlando, Fla., WOL, Washington sports director Bill Brundige is featuring two-way telephone conversations with coaches and players on his nightly 6 o'clock sportscasts.

The two-way long-distance interviews are tape-recorded just before air-time so that Washington fans really get on-the-spot training camp news.

KMPC Contracts for New Show

Initial sponsor on the "Lois January Show" broadcast over KMPC, Los Angeles, is the Automatic Laundry Association.

Scheduled for Monday through Friday airing from the 2:30 to 3 P.M. period, the advertiser's contract was handled by the C. B. Juneau agency.

WFIL Offers "Musical Cocktail"

"Musical Cocktail" is the new show being served listeners to WFIL, Philadelphia.

Program, aired Mondays through Saturdays from 11:15 to 11:30 P.M. under sponsorship of Spatola Wines, features recorded South American and string band music.

KILO Workers Stay Warm Despite Freezing Spell

Mercury readings that registered 25 below zero didn't daunt the spirits of workers on "Man on the Street" program of KILO, Grand Forks, North Dakota.

Instead the show came up with a twist that warmed announcers as well as spectators. The station ran an electric line to the intersection where the show originates and set up a range and several heaters. Announcer Jim Hutton queried participants with his collar open and went minus a coat while Jeannine Peterson of the promotion department displayed bare arms and short sleeves to prove it's all a question of mind over matter—or mercury.

Classical Music Highlights Show

Radio listeners in the Philadelphia area who have been hoping for more "longhair" programs to help balance their musical diets which they feel contain too much be-bop can look forward to a new show being broadcast over WFIL, Philadelphia.

Titled "Music When You Want It," the show featuring the finest classical music on RCA-Victor records, will be aired on a Monday-through-Friday schedule from 11:30 P.M. to midnight.

Zoo Events Make News On New WFIL Program

A Saturday afternoon show calculated to appeal to children and adults alike is making its bow on WFIL, Philadelphia.

Titled "It's Happening at the Zoo" the fifteen-minute studio show will start at 1:15. Narrator Freeman Shelly, director of the Philadelphia Zoological Gardens, will discuss the current doings of the animal inhabitants and will delve into the history of the zoo.

The weekly program is being presented in connection with the gardens' diamond jubilee observance.

Concert Band Aired on WGN

Dr. Frank Simon, concert cornetist, and his 65-piece band are being heard in a new series on WGN, Chicago, of weekly broadcasts.

Aired from 1 to 1:30 P.M., the programs will feature each week two instrumentalists specially chosen from among thousands of members of the nation's high school bands.

Broadcasts are being presented by Dr. Simon in cooperation with the National School Band Clinic who will select the two guest soloists each week.

TALENT PROGRAM (Continued from Page 7)

youngsters who range from the tiniest tots to those as grown-up as eighteen years of age are auditioned by the emcee, "Uncle Nate." Each show presents twenty individual acts.

Another selling point of the "Stars of Tomorrow" show is the air-time for which it is scheduled. Saturday morning has been proved the ideal time for the program in view of the great number of school children participating.

"Stars of Tomorrow" is also scheduled for an advantageous spot. Preceding the show is a KEX release, "Toyland Tunes," a half-hour show from 9:30 to 10 A.M. which features recordings for children. It is a good program to catch the youthful audience for the Star Furniture production. Following the show is the ABC "Metro-

politan Opera" hour at 11 A.M. immediately following the children's show. Benefits derived from the time slot are really self-explanatory.

A long record of good, healthy entertainment has made the "Stars of Tomorrow" show one which brings in the high audience interest. During the war, the show was conducted at the Portland Service Men's Center because its youthful exuberance appealed so much to the GI's.

Twenty years is a long time to keep interest centered on a radio program and maintain sales of the sponsor's product. But with ingenuity, planning and the kind of entertainment that keeps an audience with its ear to the radio, "Stars of Tomorrow" has accomplished just that.



CONTESTS

Sports Knowledge May Mean Vacation

Just a little know-who—and-what may win an all-expense paid vacation week for some listener to WMT, Cedar Rapids, Iowa.

Station sports director Tait Cummins is conducting his annual "Vacation Contest" which will net the winner one week at Lake Birch Camp in Minnesota with transportation costs footed by Shell Oil Co., Cummins' sponsor.

All the winning contestant has to do is identify the four finalists in state high school basketball tournament in correct order, plus the total number of points scored in the final night of action.

WLAW Launches Photo Contest

William H. Ridings, newspaper columnist who assumes the part of "Trapper Bill" on "Rod and Gun Club" aired every Tuesday night over WLAW, Lawrence, is launching a photograph contest for camera-conscious listeners.

On May 30, Ridings will present a number of useful and attractive prizes for the best pictures of outdoor life that are submitted.

Birds, beasts, scenery and other symbols of nature will comprise subjects. The competition will be open to everyone regardless of age.

KNX Gets New Spot Account

The Modglin Company, makers of Perma-Broom, have purchased a nine-week participation on the KNX, Los Angeles "Housewives' Protective League—Sunrise Salute." W. Earl Bothwell was the account agency for the sale.

FOOD FIRMS (Continued from Page 3)

Brand Syrup, Crackin' Good, and Oakite. New York sponsors include Hellmann's Mayonnaise, Two-in-One Shoe Polishes, Presto Cake Flour, X-Pert Mixes, Nucoa, and Brill's Spaghetti Sauce.

Other sponsors include Joan of Arc Kidney Beans, Illinois; Mrs. Grass' Noodle Soup and Simoniz in Chicago; Underwood Deviled Ham in Massachusetts; and Seaside Lima Beans from California.

Of this list, ten sponsors began radio advertising on the "Kitchen Kapers" program. Only three use other radio advertising and that is done outside the city. All sponsors show increase in business laid directly to "Kitchen Kapers" air time.

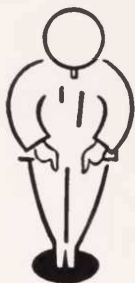
Reaching a specific audience is just what the show does. Even air time is scheduled to catch the listening ear of the homemaking-conscious listener. Preceding "Kitchen Kapers" is "Terminal Topics," a question and answer show originating from the Reading Terminal Market, one of the largest and most varied food centers in Philadelphia. Following "Kitchen Kapers" is Victor H. Lindlahr who gives timely hints on food and calories.

Program costs involved in the show are well spent when the benefits to the sponsors are evaluated. Aside from air time, program costs include talent, cost of transporting the program to an outside location once weekly and mobile unity involved in this move.

Then there are the sponsor's products which are distributed at the weekly "Kitchen Kapers" luncheon broadcast which has hundreds of women clamoring for tickets. Finally, studio displays featuring the sponsors' merchandise are set up at WIP.

"Kitchen Kapers" also has an independent Merchandise Manager, Robert McKenna, whose job is to convince sponsors to advertise the program in their merchandising advertisements.

"Kitchen Kapers" concentrates on recipes. Actually, the show itself has dreamed up the perfect recipe for a fool-proof radio show—the kind of radio show which wins applause from sponsors as well as listeners.



JOHNNY ON THE SPOT

Four Sponsors Take Spots on KMPC

Four sponsors have contracted for participation spots on "Bargain Broadcast," new feature over station KMPC, Los Angeles, Monday through Friday. Signed up on a thirteen-week basis are: Los Angeles Furniture Company, Town Shops, United Mattress Company and Leigh H. Railsback magazine (*Life, Time, Coronet*) promotion.

Auto Firm Buys Station Break Time

The Kaiser-Frazer Corporation has purchased a series of six weekly chain break announcements on KNX, Los Angeles, which will run from beginning of April until July 30.

Radio Sales, Chicago, represented KNX in the sale, which was placed through Morris F. Swaney Agency, Chicago.

Anti-Contest Contest Is "Yawn Patrol" Feature

A new take-off on the old "I like blank because" is sparking the new contest being featured on Alan Cummings' "Yawn Patrol" heard over WWDC, Washington.

This time the big grand prize award goes to the best letter of fifty words or less on "I hate contests because . . ."

Participant who finishes the sentence to the greatest satisfaction of the emcee of the all-night show will get the grand prize of—one box top.

WMAQ Signs for Spot Messages

New business totaling 170 station breaks and twenty-eight one-minute announcements from eight clients marked a brisk commercial period for station WMAQ, Chicago.

Sinclair Refining Corporation, through the Hixon-O'Donnell agency, contracted for three station breaks weekly for eight weeks. A total of forty station breaks was ordered by the Barbasol Company through Erwin Wasey and Co., Ltd., to be aired five times weekly for eight weeks.

Bell and Howell Company (cameras and supplies), through Henri, Hurst and McDonald, Inc., contracted for one station break each week for twenty-six weeks.

For Magic Scouring Pads, the SOS Company ordered three station breaks per week for thirteen weeks. Order was placed through McCann Erickson, Inc.

The Cleveland Cleaner and Paste Company (Walvet cleaner), through Bayless-Kerr Company, contracted for two station breaks weekly for four weeks. Three station breaks and two one-minute announcements were ordered by the Hudson Motor Car Company through Brooke, Smith, French and Dorrance.

The National Red Cherry Institute, through Western Advertising Agency, ordered one-minute announcements to be aired five times weekly for four weeks on the "Early Bird" program which is broadcast six times a week at 5:30 A.M. CST.

Capper Publications through the Buchen Company, ordered three one-minute announcements each week for two weeks on the "Early Bird" program.

Tri-Weekly Messages Set

A series of three weekly spot announcements on KNX, Los Angeles, had been purchased by the Stationer's Corporation.

Contract for the next fifty-two weeks was signed through the Western Advertising Agency, Incorporated, Los Angeles.

JUVENILE SHOW

(Continued from Page 5)

prejudices and the forms it takes, youngsters taking part were from neighborhoods where tension is high over racial and religious differences. Settlement house children were chosen from a broadcast on "what it means to be poor" and children from the Lighthouse for the Blind talked about blindness.

In the broadcast about God, Miss Parkhurst tried to select children reared in diverse religious backgrounds as well as a child whose parents had no church affiliation at all.

Although the purpose of the broadcast is to educate adults, the youngsters themselves get a great deal of personal satisfaction out of their part.

Once the boys and girls have been on a show, they listen to all the rest of the airings even though some of them are forced to tune in under the bedcovers. Many of them call Miss Parkhurst the day after the broadcast and give her their opinions. One youngster said, "Your voice is very good and you certainly stuck your point."

Youngsters who have problems which they have kept bottled up are often helped by participating in discussions and telling about their experiences. Their families notice immediate changes in their behavior after they have discussed what has bothered them.

Not all broadcasts end in sweetness and light. In the show about prejudice which has been commended by the anti-discrimination groups, some of the children had prejudices against other persons of different religions and color. As a result of the broadcast, the boys who had displayed unsociable prejudices were contacted by youth workers and persuaded to join a boys' club where all boys are admitted regardless of race and creed.

Some of the children who have taken part in the broadcasts have formed a Child's World Club. They meet with Miss Parkhurst and suggest topics which they think she ought to discuss with other children and tell her the problems which they think should be considered under each topic.

Parents of these so-called guinea pig

youngsters, although reluctant at first to have their children spend so much time away from lessons and play, now are reporting much better relations with these children at home. Now, whenever a problem arises in their family or in the family of friends, they send the youngsters over to Miss Parkhurst to thresh it out with her.

Dr. Leonard Doob, psychologist at Yale University, and author of "Public Opinion and Propaganda," is now the consulting psychologist on the program. He is consulted on each recording and outlines the introduction for the program which is elaborated on by George Hicks, ABC commentator.

Television programs have also been scheduled by the "Child's World" show since November 1, 1948. These, too, are set at peak listening times for an adult audience, every Wednesday night from 7:15 to 7:30. Television groups are usually drawn from children who have made recordings for the broadcast series.

Promotion of the series has depended mainly upon placement of publicity and on spot announcements.

In addition to the other awards presented to the program, "Child's World" has been cited as the outstanding program of the year by Paul Denis and Harriet Van Horne of the *New York Post* and the *New York World-Telegram*.

ESSO SHOW (Continued from Page 8)

In addition to parading the "giant mike" throughout the Wayne area, KYW originated the 12 noon and 6 P. M. broadcasts direct from the service station as part of the opening ceremonies.

Present at the opening were merchandising and sales executives of Esso Standard Oil and Westinghouse-KYW.

Everyone in the Philadelphia area will be getting a good look at the promotion gimmick. They are sure to become Esso-conscious and that's what sponsors want.

Seventy-seven other Esso stations throughout the KYW listening area are being visited by the "giant mike." Riding in the Jeepster on every visit it makes is a member of the KYW staff who personally contacts the proprietor of each station.

The KYW representative provides each station proprietor with window cards and promotion leaflets to be distributed by him to his customers.

Idea of the touring "giant mike" was conceived by Robert E. White, general manager of KYW.

But KYW isn't stopping with the Esso gimmick. When the Esso tie-in is completed, according to White, the station intends to cover locations of other local advertisers.

A topflight formula to achieve sponsor success is imaginative promotion. In the Esso-microphone gimmick, Philadelphia's KYW is getting the correct answers.

RESULTS FROM SPOTS

(Continued from Page 11)

appear. But, unless the name is sufficient to command attention, it is felt that the local analysis feature holds more appeal. However, Hill and Smith have had exceptional ability to dig up good "names" and on an average of three out of five shows there will be an interview.

The show opens with the musical theme of Columbia University's "Roar, Lion Roar" and the announcer's opening line is always, "Good evening, sports fans, and how are you tonight?"

Three commercials are used, the opening commercial of one minute and the other two of forty-five seconds. The opening commercial always carries a pitch, usually quotes price and is always used to springboard the biggest sales news the B. F. Goodrich stores may have. The other two commercials are used to call attention to the first.

At first, the store tried a variety of items in its commercials, but in recent months has adopted the policy of mentioning not more than two items. One is preferable.

Originally the show was undertaken as a good-will builder, but its obvious pulling power has made it an important direct sales force. Although Walter Wallace, the Goodrich representative, does not attempt to pin-point sales results from this program, he says that the constant reference he hears to the show from customers convinces him

that it does a direct selling job as well as build good will.

Excellency of the show is attested to by the fact that it has twice won awards from the Salt Lake Advertising Club for the best radio sports show, even though it has always been entered in competition with play-by-play events. In 1947 the program won the Advertising Club's silver medal for excellence in the sports field, and in 1948 won the gold medal. Network officials and NAB officials have been the judges.

B. F. Goodrich Company uses newspaper advertising, but does not support its radio program with it. It has felt that the program has had such popular acceptance that this type of support has not been necessary. However, KDYL provides the store with window cards on the program and of course the Advertising Club awards occupy prominent positions on the cards.

Since beginning the program, the sponsor has not gone into spot promotion on the radio, but in February, found a remarkable tie-up between his radio show and his new show on KDYL-TV "The Sports Window." The television show, which is released Thursday evenings, is built around Jerry Hill and invited guests. Here, the store and station have found a powerful force for concentrating attention on both programs. The radio program always mentions The Goodrich television show and the television show always refers to the radio show.

While the radio program has been designed as a good-will builder, the television show is designed to move goods—and a careful check has been kept on results.

Wallace feels that the B. F. Goodrich Company television and radio shows are perfect complements for each other and that he has found here a highly successful application of AM and TV advertising principles in a local market. It takes them both to do a job.

MOTOR FIRM (Cont'd from Page 14)

If no one wins on a show, the award list is added to and the clue is carried over to the next show, or until someone wins. Clues have run for as long as three weeks, building up some large prize lists.

Two regular commercial announcements are inserted during the period of each show.

Little or no newspaper paid publicity has been needed to spark the show. The only advertising done was at the beginning of the show series and consisted of inserts in the ads of the sponsor. Actual opening of the program was preceded by a one-week teaser campaign which informed audiences that, if they could "Find That Ford" they would be on the receiving end of a wonderful list of prizes.

Good publicity for the show came with the action of a local columnist. Listening to the show one day, he solved the clue and printed it in his column. Ever since that date, he receives numerous phone calls asking where one can "Find That Ford." As soon as he deciphers the new set of clues, he prints the answer in his column.

Broadcast time for the show is good. Aired Monday, Wednesday and Friday from 7:30 to 7:45 P.M., it catches the car-owner at home and tuned in to the radio.

Prizes are of the variety found valuable by every motorist. One list of jackpot awards included a combination fire extinguisher and tire inflator, a set of door vent shades, a set of fog lights to make night driving safer and a Ford Dynamatic horn.

To get the jackpot all the individual telephoned must do is take the clues given in the music and sentence offered by the announcer and from them decipher the location of the elusive Ford.

A good program format which capitalizes on the current quiz-consciousness of radio fans is one reason the Lewis Motor Company in Savannah is getting results in the form of increased sales. Another reason sales are climbing is that the body of the show itself, outside the regular commercial message, relies on merchandise and services the sponsor offers.

"Find That Ford" makes sure the uses of automobile products are continuously being emphasized on the show. That is the secret of its success.

AD-LIBS (Continued from Page 15)

makes it outstanding as an example of a good disc spinning program. First of all

there is the thoroughly professional manner in which Greenwood conducts his daily spinning stint. His carefully chosen records and transcriptions, in fifteen minute segments, are a studied blending of all types of music to appeal to all age groups.

Another quality which stands out is Greenwood's ability to steer clear of the customary cliches and too-clever chatter which many platter-servers are too prone to lean upon heavily.

Secret of the show lies, then, in good music and a minimum of chatter despite a large amount of commercial time.

Program is blocked and sold in five minute news segments, ten and fifteen music segments. Of the fifteen hours of salable time on the show each week more than ten of them had been commercial by the time the show was on the air two months.

Sponsors include A. DiTomasso, Jeweler; Hotel Angle; Gerros Men's Shop; Canobie Lake Amusement Park; Fulton Fish Market; Massachusetts Northeastern Transportation Company; Orange-All Beverage; W. H. Cranton Appliance Company; Sheehan Package Store; Richards Dress Store; Wm. Franklin Heating Company; G. M. Earl Heating Corporation.

All the commercials are ad lib and the sponsors report excellent results. All of them are more than pleased. They *know* their commercial messages are being heard by a large radio audience when a great number of their customers come into their stores and say that Warren Greenwood sent them in.

Greenwood doesn't stick to the routine disc spinner's formula. He has conjured up a public service angle, too. Along with commercials and musical offerings, Greenwood intersperses reports on road and highway conditions for truckers and travelers, weather reports and beach and tide reports.

Costs involved in producing the show are slight. As far as promotion goes, the program has been its own best advertiser. Before the show was aired, plenty of promotional announcements were run on the show. Newspaper space was purchased to aid further in the campaign for listeners.

Greenwood was sure if he got people to tune in to the "Platter Playhouse" once they would become regular listeners. That is just what happened.

Since no mail pull is called for the only measure of success that can be applied to the show is in the sponsors' feeling toward how it has boosted merchandise or service

sales. The fact that in that first two months so many hours of time were sold is a positive indication of the sponsors' satisfaction.

Program is preceded and followed by straight musical feature shows five days a week. And five days a week, "Platter Playhouse" is top-notch daily entertainment skillfully handled.

OLD SONGS

(Continued from Page 17)

a local station had been carrying the program for several months Stanbaugh Auditorium was rented, tickets were distributed throughout the trade and the entire cast was transported from Pittsburgh. An audience of 2,500 filled the auditorium and spent the next hour recalling the music of another day—the kind of music which has given "Memory Time" such a high popularity rating with all who come within its listening scope.

When it comes to the format of the show, "Memory Time" is still essentially the same in character as when it began, although some added variety has been assumed in the past few years.

The original orchestra has grown to eighteen pieces under the direction of Maestro Al Marisco. Yet the original Ragtime Seven has been retained as a unit and they are frequently featured.

Still intact also is the barbershop quartet. And that Iron City Four is still an acknowledged leader among the harmony lovers in the district.

Buzz Aston, rated Pittsburgh's top popular baritone, carries much of the show with his songs and deft patter with Bill Sutherland, commercial announcer and co-emcee on the other end of the conversational line.

Florence Berg, lyric soprano, handles the ballads of the Jenny Lind type, while petite Elaine Beverly adds a spirited spark with her unusual interpretations of novelty numbers. The styles of these soloists are their own, but they are diverse enough to answer, and answer well, the varied demands of listeners' fancies.

One interesting situation to be noted is that listener response to the broadcasts increased sizeably when the musical ar-

rangements departed from the strictly old-style routine. Listeners evidently like the old songs, but their ears have been turned to modern harmonies and effects, so that too great a dose of the simple 1920 musical rhythms is hard to swallow. Listeners seem much happier with a combination of the two.

Chauncey Lively, "Memory Time's" exclusive arranger, blends the old and the new in fine balance. The songs themselves are never high hat. "Stardust" and "Song of India" are as heavy songs as are heard on the show. Tunes like "Skip to My Lou" or "Clementine" are likely to be featured favorites on any one of the Thursday shows.

Internal organization of the show often covers a week's work for the advertising agency. One program's songs are selected at a two-hour meeting each Monday afternoon. All of the principals in the show are in attendance. The arranger keeps his musical score prepared three weeks in advance.

Preparation of the weekly script itself requires two days, including research time. All vocalists, plus director and arranger, get together each Tuesday night for separate rehearsal. Orchestra numbers are rehearsed from 3 to 4 P.M. Thursday afternoon and at 5 P.M. vocals and instrumental backgrounds are combined. Dress rehearsal comes at 6:30 P.M. for timing, then brushing up and final revisions, and at 7:30 the show goes on the air.

A lot of work and time and effort go into producing "Memory Time." But it's all worth it when value to the sponsor, in terms of a rising sales record, is estimated. And "Memory Time" has piled up just such a record for its sponsors, The Pittsburgh Brewing Company.

1001

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