

OCTOBER 1949

S Showmanship



PROGRAMMING FOR
BROADCASTERS • ADVERTISERS

50c

50c IN CANADA

AM • FM • TELEVISION • FACSIMILE

Radio Advertising, the most powerful selling tool of American business.
Used in proper proportions will keep your business sound and prosperous.

Call and See

KPRO, Riverside, Phone 6290

San Bernardino, Phone 5157

KPOR-FM 80,000 watts, Southern California coverage

KREO, Indio, Phone Indio 7-3403

KROP, Brawley and El Centro, Phone Brawley 1300

KYOR, Blythe, Phone Blythe 2231

KARO Television (soon)

RECEIVED

OCT 3 1949

NBC GENERAL LIBRARY

KPRO

Riverside, Phone 6290
San Bernardino, Phone 5157
483 E St.

Serving the Valley of Paradise

Primary Population	336,583
Secondary Population	247,741
Total Population	584,324
Farm Income	\$230,716,871*
Buying Income	\$448,352,000
Retail Sales	\$409,619,000
BMB Rating: Days, 80% audience; Nights, 61%	
1948 BMB Survey	

KREO

Indio, Phone Indio 7-3403
Palm Springs, California

Serving the Coachella Valley

Primary Population	30,211
Farm Income	\$ 18,642,280*
Buying Income	\$ 21,050,000
Retail Sales	\$ 16,534,672
BMB Rating: Days, 87%; Nights, 85%	
1948 BMB Survey	

KROP

Brawley, Phone Brawley 1300
El Centro, California

Serving the Imperial Valley

Primary Population	146,653
(U. S. and Baja Calif.)	
Farm Income	\$ 96,377,000*
U. S. and Baja Calif. Buying Income	\$138,234,000
Retail Sales	\$ 73,658,000
BMB Rating: Days, 84%; Nights, 82%	
1948 BMB Survey	

KYOR

Blythe, California
Phone 2231

Serving the Palo Verde Valley

Primary Population	20,316
Farm Income	\$ 16,230,235*
Buying Income	\$ 17,100,070
Retail Sales	\$ 13,800,260
BMB Rating: Days, 96%; Nights, 91%	
1948 BMB Survey	

FM-KPOR

Riverside,
San Bernardino, California

Serving All of Southern California

(Including the entire Los Angeles area and rich inland valleys) WITH FULL TIME FM COVERAGE.

Rating So. Calif.: 3% Day and Night

*County Agricultural Commission Reports.

All figures quoted refer to 1948.

99.3% of all homes in these areas have one or more radio sets, 86% of these sets are tuned in 5 hours, 44 minutes each day—that's why you should use radio advertising to reach and sell them.

NOTE—All BMB Ratings are from 1948 Interim Survey

Use all Five
California
Rural Net
BCA Stations
to cover these
four great
Southern
California
Rural Valley
Markets

Permanent
Primary
population
781,504
Tourist
population
325,072

Farm Income
\$375,320,870

Retail Sales
\$573,850,672

Buying
Income
\$675,786,070

FM Station
KPOR
serves all
Southern
California
over
300,000
FM sets



Radio Showmanship

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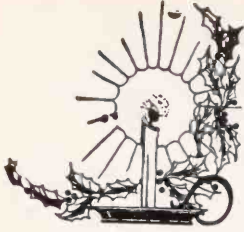
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SUBSCRIPTION RATES; United States and possessions \$5.00
 one year • Canada \$5.50 Single Copies—50 cents Canada—55 cents



Christmas Plans

. . . . 1948

Special programs to celebrate the Christmas season were presented last year in practically every city across the country. Carols, gift offerings, Santa Claus and the "Christmas Story" were given varied interpretations by radio stations throughout the United States. RADIO SHOWMANSHIP now presents a brief survey of programs and promotions which resulted when 1948 sponsors and stations turned their attention to Christmas.

WKXL Concord, New Hampshire gave the town's parents a whole week of Christmas shopping free from Junior . . . a Christmas gift plus. From December 13 to 18, the station and Chamber of Commerce conducted a baby-sitting Christmas party, complete with Santa, gifts and refreshments. Youngsters were interviewed by WKXL during their stay at a local church, where the party was held. Recordings were played back during the evening so parents could enjoy the fun, too.



Among Santa's busy helpers last year were the juvenile cast of WELI's "Youth on Parade" program, who entertained at seven Christmas parties for New Haven youngsters. Parties included the New Haven Advertising Club, the Junior Policemen of New Haven, children of East Haven, as well as four parties for children of New Haven's factory workers.



WWSW Pittsburgh, Pennsylvania started off its Christmas scheduling with an hour-long program of carols performed by a choir of more than 200 voices. Choir included singers from five church choirs and a large glee club. Program originated from Syria Mosque.



KMOX, in conjunction with civic and service clubs of St. Louis, last year sponsored the "Tree of Light," a definite part of the Salvation Army annual Christmas Kettle program which each year spreads Christmas cheer among needy of St. Louis. "Tree" was located at intersection where KMOX provided a booth for receiving donations and broadcasting reports of activities and progress of campaign, as well as interviews. Kickoff for campaign was broadcast at beginning of December. Tree started with 400 dark bulbs, and for each \$100 collected a light was turned on. When \$40,000 goal was reached a lighted star was to appear on top.



Christmas celebration was heard on WIBC Indianapolis, Indiana December 24 as Mary Lois Denny broadcast the "Both Our Houses" program direct from her home. Neighborhood youngsters from three to six years old participated in decoration of the tree, and were allowed to express all views about Santa Claus, Christmas and other Yuletide subjects.



In Hollywood "Christmas at Home and Abroad" was aired by KECA as part of the station's pre-Christmas series heard each Saturday during December. Programs featured Christmas music of this and other lands, the history of Christmas customs and stories from around the world. Highlight of each broadcast was a visit from a motion picture star who came from a foreign land and was interviewed on Christmas customs in their homeland. There was also a recorded selection from Christmas music of the land.



"The Gay Philosopher" heard over KIOA Des Moines, Iowa every evening gave youngsters at the Des Moines Children's Home the chance to say what they wanted most for Christmas. All thirty-five of the children in the home received presents through contributions from listeners. They were given at a big Christmas party broadcast over the Philosopher's program on KIOA. Santa presented gifts around a twelve foot tree.





Xmas Series Voted

AIR FAX: Santa's reindeer disappear, and two youngsters bring them back.

First Broadcast: Christmas Season, 1944

Broadcast Schedule: Daily, 5:30 P. M.

Sponsor: Emery Bird Thayer and Company

Station: WDAF Kansas City, Missouri

Power: 5,000 watts

Last year for the fifth time, "The Christmas Adventures of Cuddles and Tuckie" were presented on WDAF Kansas City, Missouri by Emery Bird Thayer and Company of Kansas City.

The story, which has been chosen by K. C. school children as their favorite, con-

cerns the disappearance of Santa's reindeer. Cuddles and Tuckie, two little children, find them and bring them back in time for Santa to deliver his toys on Christmas Eve. The thrilling search for the lost reindeer caught the fancy of young radio listeners at once. With childlike imagination, the audience entered into the spirit of the show, believing or pretending that it was really true.

As they followed each new and exciting episode, their letters poured into station WDAF offering advice to Cuddles and Tuckie and suggesting original ways to help Santa get his reindeer back. Fan mail of 1,000 letters for fourteen broadcasts proved the popularity of "The Christmas Adventures of Cuddles and Tuckie."

Cuddles and Tuckie characters were taken from a popular newspaper feature for children, by Frances Royster Williams, published in the *Kansas City Star* for fourteen years. The program has been enthusiastically endorsed by the Kansas City School Board as an art and literary project in the public schools. Thousands of posters, compositions and articles of handicraft were inspired by this unique Christmas story.

LETTERS VARY

Letters to WDAF and Santa were numerous and varied. They ranged from notes of commendation from teachers and parents to offers of help from children.

Herold C. Hunt, superintendent of schools, said about the series, "These programs were enthusiastically received by the pupils of the kindergarten and primary grades. The number of children listening reached an exceedingly high percentage of each class. It was interesting

written language as well as spontaneous and dynamic speech. From the educational point of view the stimulation of class room activities was most significant."

Clarence R. Decker, president of the University of Kansas City, stated, "The series, it seems to us, is a real contribution to children's programs."

From a little boy came the note, "Would you want to use my daddy's hunting dog to help you find the reindeers? His name is Sport and Sport is sure good at chasing rabbits."

And from a fourth grade girl came this message, "I have a good idea how to find your reindeer long before Christmas. If you need any help please call me . . . LI 0891."

RESPONSE TERRIFIC

Response to this program through its several years on the air has been terrific. It is a natural for Christmas advertising, with unlimited possibilities for promotion

An Annual Favorite

to note that those who had not been able to hear one of the programs requested their classmates to bring them up to date the following morning. This was eagerly done. The listening stimulated not only excellent writing, modeling and construction, but

and publicity tie-ups with department stores and products of various types. Transcriptions or scripts of this program are available. Information is available from Mrs. Williams, 4917 Glendale Road, Kansas City.

Department Store Santa

(Continued from page 3)

town, every other department store in town was emptied.

This was the second consecutive year for a promotion scheme and the sponsoring of Santa Claus by O. J. Morrison's. They were so pleased that the station production staff is now given full freedom to produce all special events for the store.

It was a great show and from where we sit, a sure bet for any Christmas promotion anywhere in the country.

O. J. Morrison has been with the station since its beginning in 1946. They have sponsored such shows as William L. Shirer, Breakfast Club, and use a tremendous amount of spot announcements, for Helbros watches, their beauty shop, sales, dry goods and institutional, besides sponsoring the Santa Claus program each Christmas.

Santa Comes

to Visit

Theme of a series of special public service programs broadcast during Christmas Week from 2 to 3 P. M. by WHLI Hempstead, Long Island, was "Christmas on Long Island." Programs consisted of choral singing by local groups, holiday messages by leading clergymen, interviews with Santa Claus, and a typical Long Island family preparing for Christmas. Christmas concerts by school children, church choirs and other community groups were tape-recorded on the scene for broadcast during Christmas.



In Charlotte, North Carolina, "A Visit with Santa" featured John Trimble as Santa and Fletcher Austin as emcee in WBT's Christmas program for Sears Roebuck. Santa was hidden in the announcers booth in the ground floor studio, and audience children were introduced to Santa over the microphone via "short wave." Program was aired three days a week, afternoons, during the Yuletide season.

In Erie, Pennsylvania Santa Claus arrived early and by air, but minus his reindeer and sleigh. WIKK Erie sponsored the old gentleman's arrival via helicopter. Santa landed on the roof of Sears Roebuck department store in downtown Erie to usher in the Christmas season.

Christmas season was ushered into Philadelphia through the facilities of WFIL, with Santa Claus the honored guest. With its special program, "Santa Claus Calling," WFIL gave Quaker City youngsters a thrill. Show ran during pre-holiday season on Monday, Wednesday and Friday each week, from 7:05 to 7:15 P. M. In full St. Nick regalia, Santa Claus talked with youngsters visiting studio, and presented each child with a gift from his full pack. ■

For almost twenty years Santa Claus has appeared on WCSC Charleston, South Carolina, and last year was no exception. He listened to letters written by children, and transcribed for his listening on the air, and he read aloud letters sent by children, with his own comments. Before he arrived from the North Pole he spoke by short wave to the youngsters who couldn't write, and the first 1,000 letters received were personally answered by his helper, Peter Pixie. All replies were mailed from Canada, and best letters won awards.

Crippled children at the Gonzales Warm Springs Foundation, Texas polio center, were visited by Santa Claus last year, and thousands of friends had the pleasure of listening in when the party was broadcast by transcription over WOAI San Antonio at 11:30 A. M. the Tuesday before Christmas. Comic books describing what goes on behind the scenes in NBC's Radio City were distributed to the children with compliments of WOAI.

In Oakland, California, Station KROW gave children a chance to make a wish come true. KROW, under sponsorship of Maxwell Hardware Company, said, "Let's Talk to Santa" and aired the show from 6:30 to 7 P. M., Monday through Friday until December 23. Youngsters who wanted to talk to Santa left their names and phone numbers on a card at sponsor's store. During the program St. Nick called them at their homes and chatted with them about their wants for Christmas. In addition Santa asked questions and gave prizes for correct answers. Agency for Maxwell was Brooke, Small and Gautreaux, Oakland.





KRNT's Betty Wells, Des Moines' blonde Santa, inspects one of thousands of items contributed by listeners to her fourth annual "Betty Wells Christmas-for-the-Needy Project"

BLONDE SANTA AIDS NEEDY

Santa Claus in Des Moines really is a blonde. At least that's the way more than 65 needy families, and a lot of other youngsters, feel about it. There were that many homes where Christmas stockings bulged through the day-and-night efforts of Betty Wells and her morning commentary program over KRNT, the *Register and Tribune* station in Des Moines.

In all, well over 300 hapless kids were on Betty's list for a super-Christmas, in addition to the indigent parents in the 65 homes.

Thousands of items of clothing, toys and foodstuffs, and \$2,300 in cash were con-

tributed in response to Miss Wells' air appeals for her fourth annual "Betty Wells Christmas For the Needy Project." Many long tables and clothing racks were loaded down with gift articles in the huge KRNT Radio Theater basement, project headquarters.

VOLUNTEERS HELP

A large staff of volunteer workers, including Boy Scouts, Betty's Adult Education philosophy class, and KRNT personnel, assisted in the mammoth job of supervising, packing and distribution.

Each family received several baskets

and boxes stuffed with clothing for all members, playthings for the youngsters, 100 cans of food, some fresh meat, candies, and a Christmas tree with decorations. Each family was given enough clothing to last a year and adequate food for several weeks. In addition, organizations cooperating with Miss Wells furnished provisions for a bountiful Christmas dinner table.

NO MONEY GIVEN

No money was given. Cash contributions were used to purchase at bid discounts foods and necessary merchandise to augment package donations.

On top of all that, Betty found that all scores of Iowans wanted for Christmas was a child.

A destitute mother with four small children, whose mate had deserted her, sent Betty word she would offer her youngest two for Christmas adoption.

Betty made one air announcement but admonished listeners not to telephone but to write. Disregarding her instructions anxious phone applicants jammed the station switchboard for three solid hours.

Betty launched the huge Yule program in mid-November. In 1946 she "Adopted" only 12 families. In 1947 the number was increased to 35. But last year the project was more than doubled over 1947.

Every family reported as eligible was screened, investigated by reputable volunteer teams, and finally personally interviewed by Miss Wells before the name was put on the blonde Santa's list.

Christmas Fantasy

(Continued from page 7)

wish that too many wassail bowls were not emptied down the drain before the truth of the origin of the broadcast was learned.

CHILDREN VISIT "SLEEPY JOE"



These children went more than 80 miles, from Gilmanton, New Hampshire, to visit "Uncle Rollie," announcer Roland Dubois, center, at Station WHAV, Haverhill, Massachusetts. It was part of their Christmas presents. Left to right are Doris, Billy, "Uncle Rollie," Nathan and Martha Chapman. "Sleepy Joe" is their favorite program, they declare.

Local Programming

Effective for Xmas

THERE'S A CHRISTMAS PACKAGE on its way to your home -- a big, glossy five-hour package of entertainment -- music and drama for a pleasant, relaxed Christmas afternoon --- all yours at a twist of the wrist to 900 on your dial --

RADIO STATION WAND
from 12:00 noon to 5:00 p.m.



Above is sample of Christmas promotion
by WAND Canton, Ohio

Independent stations can do a really big job of holiday programming and sales, and build a large audience in spite of the big network star-studded shows. Last year's first annual "Christmas Package" show on WAND Canton, Ohio, is a good example of what can be done in the way of holiday programming for institutional advertisers.

The "Christmas Package" covered a five-hour period, noon to 5, broken into half-hour shows, with the "Christmas Package" idea carried throughout, to convey the thought of a gift of entertainment and a greeting from Canton industry to their employes and friends. It was purely a public relations and employe relations idea. No selling copy was used.

ENTIRE SHOW SOLD

The entire five hours were sold, plus station breaks, and a wide audience was assured through extensive newspaper ads, direct mail to local business men and church and civic groups, advance promotional spot announcements, and bulletin board notices throughout the clients' plants.

The shows included recorded Christmas narrative and dramatic material, and transcribed music along a semi-classical line. The reaction to this show was excellent, and it served the purpose of carrying a personal greeting from the management to employes, at a nominal cost.

The entire five-hour "Christmas Package" was produced by the Decker Agency, of Canton.

Boston Station

(Continued from page 7)

pictures of WEEI and CBS programs and program personalities. The simulated pipes of a gigantic organ serve as a backdrop for the tested choir, and spotlights hung from the concourse ceiling play on the choristers.

CHILDREN WRITE TO OHIO SANTA

Santa Claus's address may be the "North Pole," but in Portsmouth the "pole" is the transmitter of radio station WPAY.

When Santa Claus was on the air for WPAY last year, he received more than 1500 pieces of mail from children in Portsmouth and towns within a fifty-mile radius. The half-hour program was broadcast at 4:30 P. M. every day except Sunday.



The youthful writers seemed to have implicit faith in the United States Postal Service, for many of the letters arrived addressed simply to Santa Claus or North Pole. Some of the letters bore no stamps, while others were not in envelopes, being only pieces of paper stapled together.

The children's requests were as varied as the types of paper on which they were written. On Christmas cards, school tablet paper and flowered note paper, the old gentleman was asked to bring everything from "a toy bus that the name can be changed" to "a baby sister."

One of the most amusing pleas was from the small son of a high school basketball coach, who asked Saint Nick to "please bring Daddy's basketball boys a doll—a real one too, so they will be good."

Santa Claus received one note which was simply wrapped in a piece of paper addressed to him. Also on the paper, however, was the typewritten sentence, "Do your work as you would if you were being paid for it." The paper probably was a sample of big sister's typing practice.

But shortly after reading this strange



JOHNNY ON THE SPOT

Brewing Company Spots

Spot schedule which exceeds two hundred announcements a week has been placed on 18 stations in Alaska and the state of Washington by Sicks' Seattle Brewing and Malting Company. The 20-second and one-minute singing commercials feature Sicks' Rainier Extra Pale Beer.

The month-long campaign was placed through Western Agency, Seattle, with option to renew. Stations participating in the campaign are KTKN Ketchikan, KINY Juneau, KFAR Fairbanks, KENI Anchorage, KIRO, KJR, KOL, KOMO, KING Seattle, KTBI Tacoma, KXLE Ellensburg, KVOS Bellingham, KONP Port Angeles, KRKO Everett, KGY Olympia, KELA Centralia, KXRO Aberdeen and KWLK Longview.

WMCA Signs Spot Sales

Arnold Bakers, Inc., has signed a campaign of spot announcements on WMCA New York through Benton & Bowles. Embassy Company, rhinestone setters, has begun cross-the-board participations in Ted and Doris Steel's "Mr. and Mrs. Music" program. Consolidated Edison Company, through BBD&O, has launched a special campaign of daily spot announcements.

epistle, Mr. Claus began to feel as if he were being paid for his work. One modern youngster enclosed a play dollar with his order to Santa!

The letter that really brought an extra twinkle to Santa's eye, however, was the one requesting that he send a picture of himself to the writer!



Stars visit Eddie Newman broadcast in WPEN studio. Left to right: Eddie Bracken, Newman, Joe Kirkwood, Jr., Albert Dekker, Roddy McDowell

SPONSORS HAPPY OVER ZANY SHOW

AIR FAX: Zany disc jockey spins not records, but people.

First Broadcast: April 5, 1949

Broadcast Schedule: Monday through Saturday, 11 P. M. to 2 A. M.

Sponsors: Participating

Station: WPEN Philadelphia, Pennsylvania

Power: 5,000 watts

Population: 2,900,000

Preceded by: "Bob Horn Bandstand"

Followed by: "Sign O..."

With spontaneous wit and masterful repertoire, a disc jockey in Philadelphia has taken the city by storm in his few months on the air. The most unpredictable show to hit the airwaves of 5,000 watter

WPEN is "The Eddie Newman Show" which was first aired in Philadelphia on April 5 of this year.

Heard nightly on WPEN from 11 P. M. to 2 A. M., Eddie Newman spins people, not platters. The heavyweight broadcaster's show is completely unrehearsed and unprepared, except for some records and transcriptions. Though Newman is called a "disc-jockey" he rarely spins more than four musical platters during his three hours on the air.

Major portion of the show is devoted to answering phone calls from listeners and show people, telling human interest anecdotes, and interviewing celebrities. He treats famous personalities with the same informality that characterizes his entire

show. His informality has been termed "new, different, utterly original, bombastic, blunt, brazen and brisk."

ACCEPTABLE RIBBING

Newman gives straight-from-the-shoulder discourses about everything from his sponsors to the radio station president, and somehow he makes his ribbings acceptable with his easy manner and jovial nature. His show runs from the sublime to the ridiculous, and anything can be expected.

And everyone loves Eddie . . . listeners and sponsors alike. Show backers take his ribbings gracefully, and come back for more. Newman's increasing cult of admirers jams the WPEN studios nightly. There are about 150 in the studio audience during the week, while 300 crowd in on weekends.

The wee-hour disc-jockey has become so well known that the Steel Pier executives asked for "The Eddie Newman Show" as a major attraction, and now Newman is heard every Monday night, broadcasting direct from Steel Pier, "the showplace of the world" in Atlantic City; the program is aired by Eddie's home station, WPEN, and station WMID Atlantic City.

BABY SITTING CONTEST

Newman has many gimmicks up his sleeve such as the "Baby Sitting Contest" . . . Eddie "baby sat" for the winners and did his broadcast from the front lawn of these proud parents. Another of his gimmicks was a broadcast from South Mountain Manor Hotel in the Pocono mountains.

There is no end to Eddie's expounded energy . . . it's as tremendous as his bulk (that's 250 pounds). Even though he is awake most of the night, he spends most of the day entertaining. He goes to the Morris Pool in Swarthmore to visit tiny tots that are polio victims. Each time he goes he takes large quantities of candy and little gifts for the children. Through his listeners he finds out about disabled vets

and tries to establish them in a business or find them odd jobs if they are able to work. As another part of his public service he is rallying listeners for the Blind Golfers' Fund. Starting with \$500 the first week, Newman aims to create a 10 G chest for the blind golfers via his late evening show. This great response in his appeals to listeners is evidence of the fact that Eddie is steadily gathering listeners and holding them.

SUCCESS WITH SPONSORS

Of even greater evidence is the repeated success Eddie has in selling his sponsors' products such as razor blades, furniture, radio and television sets, restaurants, night-clubs, and clothing; Newman can and does sell anything from soup to nuts. In one hour he sold \$11,500 worth of merchandise for a Philadelphia radio and television concern.

That Philadelphians have taken to "The Eddie Newman Show" is proven by the fact that Eddie has received as high as 2,701 replies to a single announcement. This disc heavyweight has been gathering listeners like a party line ever since he crashed into quiet homes with his "high octane spirit" over six months ago. But the members of his listening audience aren't all devotees. They tune in either to curse or acclaim him, but what's most important . . . they tune in . . . "There's no neutrality over Newman," and he's a tonic for the late-hour listener and the sponsor.

Camera Fans Hold Radio "Meetings"

Pittsburgh's WWSW has launched a new show for camera fans. Called the "People's Camera Club of the Air," radio "meetings" will be held every Friday evening from 7 to 7:15 P.M.

A group of experts from all phases of the photography field will meet to discuss the pros and cons of the picture taking and making methods and answer queries submitted by club members.



RADIO ADS

Melvin A. Block (left), president of Block Drug Company, and his father, Alexander, who founded the company in 1906, consult an ancient work on pharmacy. Company made history in recent months when one of its products, Amm-i-dent, revolutionized the \$80,000,000 dentifrice industry

Radio as a medium for launching a new product was explored with spectacular results early this year by a drug firm in New Jersey. Block Drug Company, Jersey City, New Jersey, found radio more than impressive when it was used in a series of test cities.

A subsidiary of the Block Drug firm, Amm-i-dent, was introduced in February in its powder form with spot radio, magazine, and newspaper advertising. Demand was skyrocketed to the extent that production had to be increased 4,000 per cent in ninety days, and output was brought to a point where one day's production equaled total sales in January. Within a matter of months, business volume had increased 15,000 per cent, carrying the product to fourth place among all dentifrices of all types in the highly competitive \$80,000,000 market, and first place among the ammoniated products.

RADIO USED

Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh fifty-three announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit. In New England,

the New England and Yankee networks were included in the schedule, while in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNBC and WCBS.

RADIO MORE LASTING

"One interesting point we discovered in test campaigns was that radio produced less spectacular but more lasting results than newspaper advertising," George Abrams, advertising manager of the Block Drug Company, stated, commenting on competitive tests conducted with the two media. "We found radio ideal for launching new products and have used spots and short announcements on hundreds of programs."

A wide use of radio, again in the form of spots and short announcements, was made in launching the company's new Amm-i-dent paste during recent weeks.

Among the products that are being promoted widely with spot radio by Block Drug are Omega Oil, Allenru, Polident, Poligrip, Minnipoo, Poslam and Stera-Kleen.

200 STATIONS USED

As many as 200 stations have been used in a single campaign, according to Mr.

LAUNCH DENTIFRICE

Abrams. The amm-i-dent campaign is continuing steadily in a number of cities.

Its prominent use of radio in the marketing of this fabulously successful new ammoniated dentifrice has dominated Amm-i-dent's short history. The long series of successful non-network radio promotions preceded purchase of the Burns and Allen show in July. When the famous comedy team went on the air on September 21, it launched Amm-i-dent's radio operations into the big-time fraternity of major network sponsors.

Commercials on the Burns and Allen show were planned with a one line gag preceding the first announcement. Bill Goodwin, announcer on the show, is to handle one integrated commercial. There is to be a second commercial in the form of a straight sell, probably with another voice. Program closes with a hitch-hike commercial for one of the other products of the Block Drug Company.

Radio has again made history with its revolutionization of the conservative dentifrice industry.

WFIL To Sponsor Safety Campaign

Plans for a \$100,000 community safety campaign which is expected to serve as a model for similar drives throughout the country have been announced by *The Philadelphia Inquirer* stations — WFIL, WFIL-FM, and WFIL-TV. The campaign will be sponsored by the stations in cooperation with the Philadelphia Highway Traffic Board, which gave unanimous endorsement to the project at a recent meeting.

Conceived and produced by *The Inquirer* stations, the drive will extend from September 1 through October 31 and will have as its theme, "Don't Be a Silly Willie." All of the broadcasting facilities of WFIL, WFIL-FM, and WFIL-TV will be utilized, together with virtually every other type of advertising medium.

"Silly Willie," an original character who pays for his mistakes in violating most of the basic rules of traffic safety, will be featured in all phases of the campaign. Dur-

ing the two months he will become a familiar figure to all Philadelphians. In appearance and in his manner of speaking, he personifies the thoughtless motorist or pedestrian who endangers his own life and the lives of others by his reckless actions.

Radio Stars Active in Week for Blind

A host of KYW personalities headlined activities in connection with the fourth annual Week for the Blind held in Philadelphia at the end of March under the auspices of Gimbel Brothers Department Store.

Bob Allman, blind sports authority on the Westinghouse station for the past two years, made several guest appearances on radio and television shows to discuss the advances being made in education for the sightless. He also was the guest of Stoney McLinn on WIP.

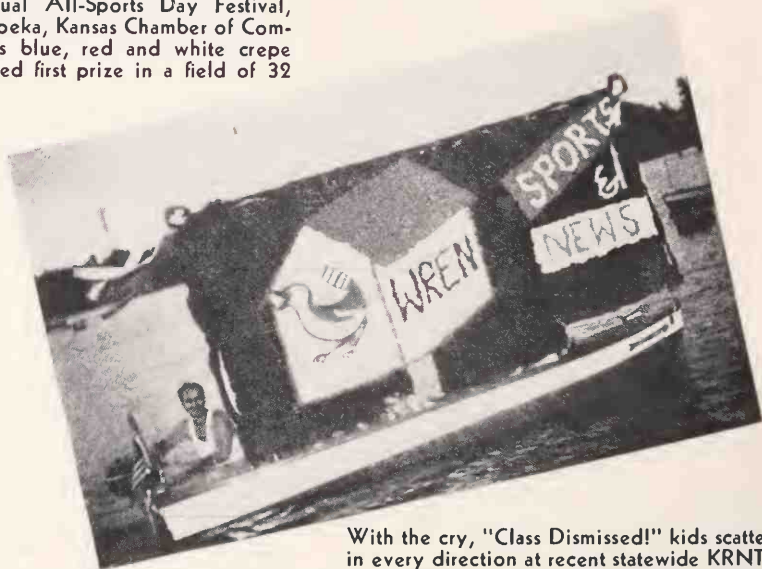
Entire cast of KYW's "As You Like It" appeared at the Blind Week Exhibit in Gimbels' Auditorium when that program originated from the store itself.



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.

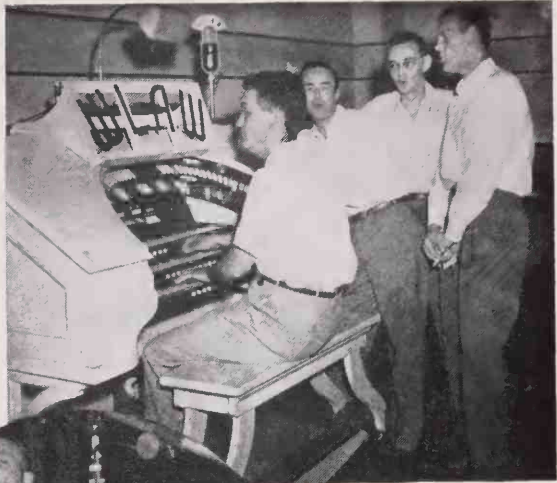
Float designed by WREN Promotion Department and built by WREN staff won first prize in recent 4th Annual All-Sports Day Festival, sponsored by Topeka, Kansas Chamber of Commerce. WREN's blue, red and white crepe paper float copped first prize in a field of 32 entries



With the cry, "Class Dismissed!" kids scatter in every direction at recent statewide KRNT-Cubs Baseball Tryout Camp and School. The nine-day school, drawing enrollees from all over the state, was staged at the Des Moines Western League ballpark under the co-sponsorship of KRNT and the Chicago Cubs organization



With Chief Announcer Fred Laffey at the organ, trio including Announcer Richard Hickox, Engineer James Riley and Announcer Hugh Babb transcribe special jingle for Phoenix Arizona youngster who hasn't long to live. The WLAW Lawrence, Massachusetts staff produced a special five-minute show for the boy



Starr Yelland, Announcer on KOA Denver, Colorado, displays singing "talent" to Metropolitan Opera star Josephine Antoine who dropped by to scout Yelland for a possible Met audition. After singing a duet, Miss Antoine decided to look elsewhere for a new voice, and Yelland went back to reading commercials and broadcasting football games



Presentation of the grand prize in the Lone Ranger Mystery Deputy contest was made as a special feature of a regular Saturday Show, "Breakfast with Bell," on KRNT, Des Moines, Iowa. From left: F. E. Grant, office manager, and Lynn Moseley, city salesman, of the Des Moines General Mills office; Jane Langerak, displaying \$3,000 grand prize check; KRNT's Don Bell and Mrs. Robert W. Langerak, the winner's mother

Local Quiz Show

AIR FAX: Daily quiz show means fun and prizes for Pittsburgh audience.

First Broadcast: July 4, 1949

Broadcast Schedule: Monday through Friday, 4 to 4:30 P. M.

Sponsor: Zeuger Milk Company

Station: WPGH Pittsburgh, Pennsylvania

Power: 1,000 watts

Population: 672,000

Preceded by: Veterans' Show

Followed by: Recordings



Bettelou Purvis

A snappy new quiz show aired over WPGH Pittsburgh, Pennsylvania is doing wonders for its audience, its sponsor, and its station although it has been on the air less than three months. New program which is proving to be a barrel of fun hit the air with a bang on July 4.

Aired Monday through Friday from 4 to 4:30 each afternoon, the informally conducted quiz show involves six contestants daily. "It's in the Bottle" is broadcast from West View Park, Pittsburgh's loveliest amusement park, in front of the radio tower. Show is conducted by Bettelou Purvis, WPGH mus-

ical director, and Ed Bartell, announcer-vocalist on the WPGH staff.

Format of the airing consists of preliminary questions which, through a process of elimination, lead to one contestant, standing at the end, who tries for the jack-pot question. Clincher questions are found in five Zeuger Milk Bottles (Zeuger Milk Company sponsors the broadcasts). Upon answering the jack pot question, the contestant is the winner of the Zeuger Jack Pot. Each person participating in the broadcast is the recipient of a prize, in addition to being able to try for the clincher question . . . which is "in the Bottle."

Monday is "listener's day." During the week, listeners submit questions to Bettelou and Ed, one of which is chosen to be used each Monday. During the Monday broadcast, an alarm clock rings unexpectedly, and the contestant being interviewed at the time gets a chance to win the "listener's jack pot." If he answers correctly, he is awarded the separate treasure chest of prizes. If the question stumps the contestant, the listener sending the clincher wins the jack pot. This is in addition to the Zeuger Jack Pot.

Show saw its initial broadcast on July 4, and during its short run "It's in the Bottle" has incited both listeners and participating interest as the city has never presented a network-type quiz show previous to this. Prizes awarded include the latest items in cosmetics and kiddie's toys. Local restaurants and hotels award free dinners, and West Penn Products Company provides as many as three gallons of ice cream daily. Jack pot prizes feature Cavalier Cedar Hope Chests, Prevore Electric Broilers, Memco Cooking Wear Sets, and other articles featuring leading brand names.

Sponsor of the exciting new show is Zeuger Milk Company, 3563 Bigelow Boulevard, Pittsburgh. Company has been in business for over 100 years. Zeuger

Plugs Milk Firm

has used radio for some time, and he is extremely interested in promoting activities for teen-agers. His sincere interest in the program of youth as future citizens prompted his previous broadcast over WPGH, entitled "The Zeuger Canteen of the Air."

Promotion on the broadcast has been only in the form of station spot announcements previous to the time of the show's first airing. Mail pull is heavy, with letters containing comments on the broadcast, inquiries regarding appearances and questions submitted by listeners.

In presenting commercials on the milk program, there are various styles employed. Commercials are injected between rounds on the quiz show . . . and all continuity duties are conducted by Miss Purvis. They are informally written, and at times are ad-libbed by Ed Bartell. The aim behind Zeuger commercials is promotion in a friendly fashion. Sales messages are directed to all members of the family, the wee ones, teen agers, and mothers. Due to the commercials, a new phrase has been coined, which refers to being a "Z. M. Host" . . . that is, a Zeuger Milk Host.

Bettelou has applied commercialism to standard fairy tale rhymes, which prove to have a new and unusual twist in selling the product:

Old Mother Hubbard went to the cupboard,

Some milk would quench her thirst.

But when she got there the cupboard was bare,

The teen-agers got there first!

And then there is:

Old King Cole was a merry old soul

And he called for his milk each day.

His kingly taste demanded the best . . .

He drank . . . the Zeuger way!

Preceding the "Bottle" broadcast, WPGH presents the afternoon musical programs. At 3:45 P. M. the station presents a transcribed Veterans' Show. Following "It's in the Bottle" at 4:30, Margaret Whiting is featured on recordings, followed by fifteen minutes of "Riders of the Purple Sage," a scripted Langworth presentation.

Time for broadcasting "It's in the



Ed Bartell

"Bottle" was chosen originally for presentation of the "Zeuger Canteen of the Air." The late afternoon hour was scheduled perfectly in order to attract the high school students to the program, following school hours. This air time has been retained as it fits so well into the pattern at West View Park, and it reaches a large audience.

Judging from the success of the program, Zeuger has found a presentation which brings new listening enjoyment to his radio followers.

**KYW Twin Towers Promoted
Via Unique Direct Mail**

In a continuing promotion of their new 465-foot twin towers recently placed in operation, KYW Philadelphia is distributing a novel direct mail piece to spark its sales message for the station's expanded pattern.

By obtaining permission for use of the McCall Corporation's dress pattern name, the Westinghouse outlet is utilizing the surname of its sales manager, Harvey McCall, Jr., in a four-piece brochure that throws plenty of impact.

Envelope is decorated with title: "McCall's New Pattern—Size . . . Substantially Larger," and shows a caricature of sales manager McCall displaying an out-sized dress formed from a map of KYW's coverage area.

Contents of envelope include a memo from McCall expounding on sales bonus contained in improved coverage, a twelve by fourteen inch map of the coverage area titled "An Expanded Pattern to Fit Your

Sales Plan," and a seven by fourteen inch montage of the new twin towers imprinted on pattern paper.

**WOL Operates Singing School
For Baby Canary**

WOL Washington recently launched a new early-morning Art Brown Show promotion to capitalize on the huge success attained by Brown last fall when he introduced a pair of singing canaries as a permanent feature of his 3½-hour daily wake-up sessions.

Now established Washington radio stars in their own right (their daily mail proves it), Art's canaries Peter Piper and Warb-O-Link will attain the rank of professor this morning (June 20) when Brown brings into the WOL studios a six-week-old baby canary to be "trained" by his veteran singers, old hands at accompanying Brown's WOL organ playing.

In addition to the daily on-the-air training sessions Art institutes a contest among WOL listeners to name the youngster.

in NEW YORK
The PLYMOUTH
 offers you
EVERYTHING
 in the center of
EVERYTHING

Enjoy gracious living at a great modern hotel . . . accommodating 800 guests, every room with private bath and radio, in the heart of the real New York.

Daily Rates
 Single from \$3.50
 Double from \$5.00
LESLIE PAUL
 Managing Director

Write for selection of popular
VISITOURS
 Packaged all-expense-included thrill trips with meals, shows and all the sights of the wonder city.

Hotel Plymouth
 West 49th STREET bet. BROADWAY and RADIO CITY

AMENITIES: CIRCULATING WATER • PRIVATE BATHS • RADIO • TELEVISION • RESTAURANT • BEAUTY • RESTAURANT • COFFEE SHOP • RESTAURANT • MATRESSES • GARAGE ON THE PREMISES • AIR-CONDITIONED • 100-CAR • LOUNGE • COCKTAIL

Something's Happening to Radio Listening in California

Saturday in years gone by was the day of lowest listening. Now Saturday has become the top listening day of the week with the exception of Sunday. More sets are now tuned in on Saturdays and they are kept on longer.

1948 showed an 11% gain in Radio listening in California homes at night and a gain of 5% in the daytime, and the hours of daily listening increased from 5 hours, 17 minutes to 5 hours, 44 minutes. Homes with sets increased from 98.5 to 99.3 and slightly less than 1,000,000 new sets were sold in California in 1948. These went into new homes and as second and third sets in present radio homes, resort homes, portables, etc. Television showed an audience of 2.1% of the southern California homes at night (nothing in daytime.)

Radio in California is wonderful. Radio reaches people—and it sells them too.

Keep advertising on the Radio for your prosperity.

- KPRO Riverside 6290, San Bernardino 5157
- KPOR Riverside 6290, San Bernardino 5157
- KROP Brawley 1300
- KREO Indio 7-3403
- KYOR Blythe 2231

RADIO ADVERTISE AND SELL THE CHILDREN, TOO

Millions of this year's children get married and are next year's best customers for a house, furniture, groceries, a car, baby clothes, and hundreds of other things.

Children from the age of two and up should be made familiar with you, your house, its name, and what you sell. Radio reaches children from the age of 2 and up to 100. That is why Radio must be made a part of every advertising budget.

The most successful firms of today are those who created good will among the children of yesterday.

Radio advertising sells the children at no added costs, while it is selling the grown folks now, thus creating tomorrow's customers, at the same time it is bringing you prosperity today.

The Broadcasting Corporation of America, its own Stations, its Rural Network and affiliated Stations, serve many firms.

The "know how" and merchandising experience of our people gained from serving others may be able to supply the real answer to your advertising and selling problems to the whole family.

There is no obligation in consulting them - call your nearest station.

CALIFORNIA RURAL NETWORK

Home Office, Riverside, Calif.

- KPRO Riverside 6290, San Bernardino 5157
- KPOR Riverside 6290, San Bernardino 5157
- KREO Indio, Phone 7-3403
- KROP Brawley and El Centro, Phone Brawley 1300
- KYOR Blythe, Phone Blythe 2231