

NOVEMBER 1949

S Showmanship



PROGRAMMING FOR
BROADCASTERS • ADVERTISERS
AM • FM • TELEVISION • FACSIMILE

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Culinary artist Chef Milani who conducts the Chef Milani program on KMPC, Monday through Friday from 9:30 - 10:00 a.m.

FOOD SALES SPURTING VIA COAST RADIO CHEF

AIR FAX: Recipe show promotes foods and markets in California.

First Broadcast: December 20, 1948

Broadcast Schedule: Monday through Friday, 9:30 to 10 A. M.

Sponsors: American Beauty Macaroni (Dan B. Miner agency); Dolly Adams Brand Syrup (Charles Ross agency)

Station: KMPC Los Angeles, California
Power: 50,000 watts (days)

Preceded by: "Bargain Broadcast"

Followed by: "Record Room"

The effectiveness of the Chef Milani program aired over KMPC Los Angeles, California, insofar as listeners is concerned is ascertained by the tremendous volume of mail which he receives as a result of his broadcasts. Its effectiveness from an advertiser standpoint is the fact that the sponsors product automatically becomes a "must" for the markets in the Southern California area because of the demand for the product by housewives in the area.

In addition to actual sponsorship of the program by American Beauty Macaroni

(Continued on page 7)

Symphony Inspires Listener Appreciation

The WHAM "Little Symphony" program, featuring 32 of Rochester's most distinguished musicians under the direction of Charles Siverson, again goes on the air November 15 for its seventh consecutive year. Sponsored for the past six by McCurdy and Company of Rochester, one of the city's leading department stores, the program is aired twenty-six weeks a year on Tuesdays, 7:30 to 8 P. M.

Music offered is that type especially suited to small symphony orchestras with emphasis on the classicists of the 17th and 18th centuries and the 20th century modernists. Avoidance is made of the romantic composers of the 19th and early 20th century. No attempt is made to compete in repertoire with large symphony orchestras.

Soloists are used when it is felt that their contribution will add to the over-all effectiveness of the program. Many are well known in the concert world—Jacques Gordon, Rene LeRoy, Luigi Silva, Biruta Ramaska, Millard Taylor. Often the program presents performers from the Eastman School of Music or instrumental solos by first chair men from the Rochester Philharmonic Orchestra.

Guest conductors have been Dr. Paul White, associate conductor of the Rochester Civic Orchestra; Dr. Howard Hanson, internationally-known composer, conductor and director of the Eastman School of Music, and Roy Harris, well-known American composer.

On three occasions national recognition has been given "The Little Symphony." In 1947 the National Retail Dry Goods Association awarded the program a prize as an outstanding example of the use of radio by retail stores. Then again in 1948

and this past season the same competition awarded the McCurdy Little Symphony another award in the same classification.

Each year McCurdy and Company offers scholarships to Eastman School of Music students who have exceptional talent, need financial assistance to continue their studies, have high scholastic standings, and who are adaptable to the needs of radio. Adaptable to the needs of radio refers to talent especially useable in radio. For instance, a bassoon player



Gilbert McCurdy gives Dr. Howard Hanson check for McCurdy & Co. musical scholarships

may have exceptional talent but his instrument is not one that is needed to a great extent as a radio solo instrument. A vocalist, cellist or violinist, on the other hand, could be readily used in radio in a solo capacity.

Two or three scholarships are offered each year to senior students. Four to eight scholarships are offered annually to stu-

(Continued on page 20)

Successful Radio Promotion Assures Department Store

Here's a guide for helping retailers get results from radio. It's a master plan that has been put into operation by Schuneman's department store in St. Paul in cooperation with WDGY Minneapolis—St. Paul.

Schuneman's caters to customers who want medium-and-up quality merchandise; it is not a bargain store, not an exclusive type store, but operates in a highly competitive market. Three other department stores have about the same volume. They, including a Montgomery Ward store, all use radio . . . one store has a long established program at the same time the new Schuneman program is being broadcast. Schuneman's is beaming more to rural and small towns in the twenty-eight county area.

Willard H. Campbell, vice-president and assistant general manager of the store, and Perry Dotson, sales promotion manager, call this their store's plan for "getting the most juice out of the radio program orange."

Campbell reports the new "Red Rooster" program is already selling merchandise (because of temporary strike, copy can't plug mail orders, but mail orders have been received from as far as the Dakotas.) He reports also that buyers are enthusiastic and employees have already developed into regular listeners. He cites the fact that while some stores are sitting around sucking their thumbs waiting for television, his store is going ahead and really selling with radio. Campbell declares that manufacturers are interested in the program, and he hopes the plan will be so successful that the store will be able to afford a series of programs. The non-cancellable, automatic renewal contract on the program helps make top management really get behind the program and make it produce.

Bob Owens, sales manager of WDGY, *praises proper selection of merchandise* on part of Schuneman's. About six of the ten daily commercials are on top value items which are plugged once a day every day for entire week rather than scattering shots to ten entirely different items daily. Here's the plan as outlined before the initial broadcast of

SCHUNEMAN'S RED ROOSTER PROGRAM

(OVER WDGY STARTING MONDAY,
AUGUST 15, 1949)

1. On Monday, August 15, 1949, at 7:30 A. M., Schuneman's will broadcast the first in a series of one-hour radio programs, Schuneman's Red Rooster Program, which will be on the air daily (holidays included) Monday through Friday, over Station WDGY, St. Paul-Minneapolis, 1130 KC on your dial. This program has been scheduled at the early morning hour to reach men and women on the farms, residents of small towns, men and women employed in offices and factories, children, teen agers as well as those staying at home throughout the day.
2. This new program will replace "Breakfast With Paul and Mary Light" which has been on radio station WMIN slightly more than two years. The Light Breakfast program has been beamed principally at the woman in the home since it is broadcast between 8:30 and 9 A. M. when virtually all working men and women have left for work. Schuneman's Red Rooster Program will be beamed at the entire family. Paul and Mary Light will be a part of the new program.
3. Merchandise from all departments in

Plan Sales



Typical poster used by Schuneman's Department Store to promote Schuneman's Red Rooster

the main store, basement and leased departments will be promoted on this new radio program.

4. WDGY, at 1130 on the dial, a low-power station for many years, on August 15 joins the ranks of the 50,000-watt stations of which there are only 40 in the entire United States. The "engineered" coverage of WDGY's new signal is Duluth and Superior on the north, Wadena on the northwest, Montevideo on the west, Mason City and Charles City on the south, Winona on the southeast, Eau Claire on the east and Spooner on the northeast.

5. PROGRAM STRUCTURE

A. Schuneman's Red Rooster radio program will consist of recorded and/or transcribed music, news flashes on major happenings, both

local, regional and worldwide; weather forecasts, time and temperature; winter highway conditions; emergency reports.

- B. Ten commercials will be scheduled for each broadcast, averaging between 80 and 100 words each. Commercials will be terse, direct selling, based primarily on runners and trigger items.
- C. All commercials, with the exception of those advertising women's intimate apparel and infants intimate apparel, will be handled by a master of ceremonies from WDGY. The commercials excepted above will be handled by a woman's voice, representing Betsy Ross, Schuneman's personal shopper, who will be introduced by the MC. The MC also will assist the Paul and Mary Light part of the program.
- D. Each Thursday from 8 to 8:30 A. M., the new program will be taken over by Paul and Mary Light who will carry on the format of their current Breakfast program. This will continue to be an audience participation program in Schuneman's River Room restaurant and following the program coffee and doughnuts will be served as at present. A special effort will be made to bring in delegations from throughout the listening area with special emphasis on groups from Wisconsin, eastern and southern Minnesota where home town neighbors of the visiting groups will be able to hear them interviewed on the air.
- E. Guests, including manufacturers representatives, editorial representatives of magazines, designers and other interesting personalities, will be interviewed when applicable and practical.
- F. While a definite program format will be established and followed,
(Continued on page 22)

VETERAN NEWSMAN DRAWS LISTENERS

Familiar to most radio listeners are the commercial approaches of Robert Hall Clothes and the Metropolitan Life Insurance Company, respectively. Relaying the messages of both sponsors over WINS New York is news commentator Don Goddard.

Goddard is, in common parlance, a "great guy." Fourteen years a radio newscaster, he joined WINS two years ago from NBC where he was a top newsmen. His varied journalistic career has included chores on the old *New York World* and the editorship of an up-state New York weekly. Goddard has a warm manner and an excellent sense of humor, both of which are projected to his radio listeners.

Goddard himself does both the Robert Hall and the Metropolitan commercials. He likes to read the copy and believes that his integrity as a newsmen demands that he never accept a commercial or product in which he personally does not have faith.

Hall's copy is straight selling; Metropolitan's is institutional in flavor. Goddard does either and both with ease.

News by Don Goddard follows a carefully planned pattern. The morning shows, at 7 and 8:15 A. M., are largely "service," weather, road conditions, whether it will rain or snow or sleet that day. Since Goddard's philosophy is that each news show reaches a different audience, he repeats temperature and weather several times.

A simple breakdown of Goddard's first morning show goes like this: weather, news, commercial for Metropolitan Life, time and weather conditions, results of last night's baseball.

The 8:15 A. M. show takes a different turn: headlines in the morning news, com-

mmercial for Metropolitan Life, details of headlines, commercial, weather.

The morning news consists mostly of highlights. People busy preparing for work and driving to work want their news in capsule form.

Noon-time, the Robert Hall-sponsored segment, takes a different pattern. The news has developed and shaded since morning and Goddard gives more detail at 12. Washington happenings, the news from Europe and the East, labor developments, human interest items, stock market, farm and service news all have their place in the noon show. The pace is faster for, in Goddard's words, "noon is the 'news hotspot' of the day."

Robert Hall's commercials are spotted at the opening of the show and before weather and stock quotations. The Robert



Don Goddard battling out daily newscast over WINS for Robert Hall Clothes and Metropolitan Life Insurance Co.

Hall sales message through all its advertising is price. A heavy user of radio in its short but meteoric history, the Hall chain relies heavily on spots and music shows. The Goddard show is one of few news shows placed by Robert Hall.

Robert Hall, through the Frank Sawdon Agency and radio director Jerrey Bess, has used WINS for one year and has one of its heaviest schedules on the Crosley Broadcasting Corporation's New York outlet. Hall has 89 retail outlets as of September, 1949, when the company's West Coast expansion was completed. First unit of the chain was founded in Waterbury, Conn., in 1939. On WINS, Sawdon has placed some 28 one-minute spots, with the Goddard show the only news-type program.

Metropolitan Life, one of the largest corporations in the United States, has an extensive advertising campaign of which radio is one part. Booklets on sound health are a regular Metropolitan offering through radio. The agency is Young and Rubicam. Don Goddard's commercials for Metropolitan Life over WINS have brought nearly 9,000 requests for the booklets in a one-year period, an outstanding one-station record.

The personality of Don Goddard is undoubtedly a major factor in the continued good rating of his program and the pleasing of his sponsors. Off-mike Goddard is noted for his humor and for a rhubarb garden near his Long Island home. He is the father of three teen-agers and lives quietly, with the home as the center of his social activity.

Don's first ten years in radio were spent at the NBC studios, whence he came from editorial jobs with the *New York World* and *World-Telegram* and an editorship of an upstate New York weekly. His first ten years in radio were spent at the NBC studios, where during 1936-1946, "decade of crisis and war," he held the top morning rating for any show on WEAF. In addition, his impromptu reports and special broadcasts from the various theatres of operations kept a good many people home and close to the radio.

Moving to WINS in 1946, Don was assigned early morning news slots because

of his network success with similar periods. His broadcasts are now relatively standardized at 7 A. M. and 12 noon.

Don is a conscientious reporter, a stickler for completeness in airing the news. Curious newsroom visitors who ask, "How long does it take you to prepare a newscast?" invariably get the same answer: "Twenty years."

FOOD SALES *(Continued from page 2)*

and Dolly Adams Brand Syrup, Chef Milani is also promotionally tied-up with supermarkets in the Los Angeles area including such chains as Ralph's; Mayfair Markets; Safeway; Von's Markets; Shopping Bag; Alpha Beta Markets; Thriftmart and Fitzsimmons; Hollywood Ranch Market and A. & P. Chef Milani conducts a daily contest on his program in which listeners are presented with a \$10 merchandise order for these stores as an award.

Chef Milani also selects one of these markets each day and outlines a menu of a "Dinner for Four, A Dollar No More" which can be purchased in the particular market promoted that day. In this manner, the Chef advertises the market chain while the market itself has the satisfaction of having the women flock to its store to purchase the ingredients of a "Dinner for Four, A Dollar No More."

During each broadcast, Chef Milani also presents one of his favorite, personally tested recipes and listeners may procure copies by writing KMPC.

With that rapidly developing media, television, an apt vehicle for Chef Milani, he launched his first program, "Chef Milani Melody Menu" on KTLA three months ago. The program is heard each Friday evening at 7 P. M., and according to the latest Hooper-TV report, Chef Milani now boasts 53 per cent of the television audience in the Los Angeles area at that time. Current participation sponsors in this program are: Wilson and Company, Inc.; Laura Scudder Foods, American Beauty Macaroni, and Western Holly.

Assisting Chef Milani in both his radio and television productions is veteran radio actor-announcer Lou Marcelle.

D. J. — Maestro

Switch Jobs



Disk Jockey Buddy Deane showing George Olsen songbirds Betty, Norman and Gregg Lawrence a WHHM commercial

Confusion ran rampant through Memphis, Tennessee recently, as Mid-South nite-lifers sought to determine whether disc jockeys have a future in the band business and vice versa.

Seeking a mutually-profitable "old-age" insurance plan, record-roller Buddy Deane and podium-pounder Freddy Nagel swapped places for a one-nite stand on WHHM.

In the tradition of Tommy Dorsey, Paul Whiteman, Art Jarrett, Kenny Sargent et al, Nagel switched his tonsil-tickling from the famous "sophisticated sax" to sophis-

ticated spouting. Taking over WHHM's poplar "1340 CLUB," his yap-yap routine brought many a yuk-yuk to this town's largest P. M. disc following.

Retribution, in the form of a baton, came Deane's way that same evening, when the rhyme-happy record man donning bow-tie and beret to front the outfit packing 'em in at the Hotel Peabody.

Both artists expressed themselves as pleased with the results but declined comment upon future plans pending action by Congress and James C. Petrillo.

Ducks With Voices Sell Morning Show

Fred Bennett's Professor Muchmore and one of his singing ducks



When Fred Bennett starts his show every morning at 7:05 A. M., it isn't a case of getting up with chickens, but with ducks . . . Singing Ducks . . . but that's only the beginning. Fred Bennett starts a string of days the right way for thousands of Philadelphians via the air waves of WPEN.

Fred's humor is the kind that sneaks up on you . . . fast, smooth, and right over the plate, but with a curve that always leaves you chuckling just as he fades into music. Master of the "throw away" line, Fred writes his 7:05 to 9 A. M. script with a pacing that weaves music and short skits in and out faster than a jet plane wing-over.

When Fred came to WPEN from KTSA in Texas, he brought with him a ten-year collection of impersonations and characterizations including such eminent personages as H. Kalt von Borem, famous news commentator; Frederique Benet, the poor man's Jean Sablon; Ransom Transom, the ideal radio announcer; Hambo and Tambo, old time minstrels; and Sudsy Waters, a satiric composite of all that is soap opera. Then, of course, Fred has his barbed-wire recorder, an ingenious machine which captures great events in history almost as if they actually happened.

But all these skits are wrapped up into a tight package that is a true bombshell of

(Continued on page 20)

Demonstrated Cooking

AIR FAX: Home economist cooks four meals and explains features of electrical appliances during the one-hour show. Awards made to studio audience and to radio listeners via telephone

First Broadcast: May 23 through May 28. A one-week promotion

Broadcast Schedule: Monday through Friday 1 to 2 P. M.

Sponsors: Cooperative; Piffs Beverages; Morris Black & Sons (kitchen background, sink, etc.); Fritos (corn chips); Mowrers Dairy (dairy products); Quakertown Sales Company (foods); Frigidaire and following dealers: Goodman Furniture Company, Lehigh Supply Company

Station: WGPA-WGPA-FM Bethlehem, Pennsylvania

Power: 250 watts

Population: 325,000

Preceded By: UP—"Capitol Dome"

Followed By: Batter-Up (Pre-baseball)

Stations and participating sponsors desiring a short term promotion can do well to follow a new trend in "Cooking Schools" as featured recently on WGPA Bethlehem, Pennsylvania.

Popularity of regular cooking schools by newspapers led Manager Art McCracken to believe they could be just as effective in his large 24 x 40 air-conditioned Studio A. Accordingly, Commercial Manager Frank Collie and salesman Rod Snyder came up with the following program:

A complete kitchen was set up on a 10 x 12 platform. Morris Black and Sons, local building firm furnishing the background and installing sink and cabinets. Frigidaire appliances were installed on stage by local dealers and distributor. Meats and food were supplied by Quakertown Sales Company a large auction and sales market. Dairy products, milk, cheese

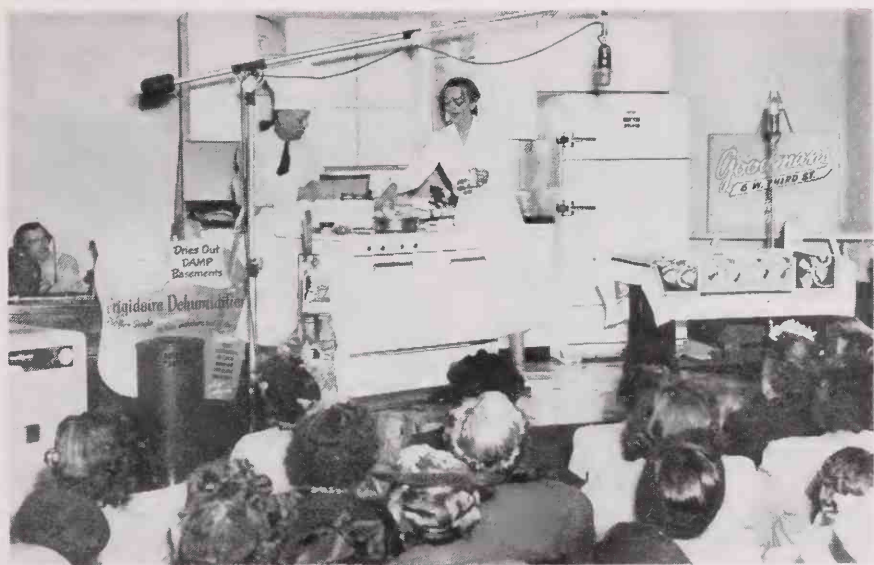
and ice cream by local Mowrers Dairy, while Piffs Beverages were used in many recipes. All cooperating sponsors gave a daily merchandise award. These consisted of radios, irons, furniture, baskets of groceries and other small gifts to all ladies attending. Three telephone calls were made during program. Persons called were asked questions, supplying the proper answer won the award. Questions were of an easy type.

PROGRAM OPENING

Each program opened with MC Art McCracken giving all sponsors a plug and introducing Marie Quinn, Home Service Supervisor of the Lehigh Division of Pennsylvania Power and Light Company. Miss Quinn spent about ten minutes pointing out the many advantages of the electrical appliances being used. At this point Mac made a re-entrance in chef hat and apron and proceeded to be casually annoying by lifting the thrift cooker lid and peeking into the oven, only to be reminded constantly by Miss Quinn that such antics cause meals to turn out badly. Miss Quinn described thoroughly for the radio audience the meals as planned and described as well her activity as she prepared and placed the meals in the range. At the half-way point in the program, while the meals were in the process of being cooked, telephone calls were made to the listening audience and on receipt of proper answers to questions asked, awards of small appliances were made. All meals cooked during the program were awarded to the studio audience by drawing.

Finished meals were then taken from range and displayed to delighted "oohs" and "ahs" from studio audience. Mac assisted in holding mirror so that studio audience could see end result of meals

Results In Sales



Art McCracken watches Marie Quinn give demonstration on WGPA's "Cooking School of the Air"

cooked. Time allowing, Mac would take travelling mike through audience for interviews with women expressing their delight to be present—to see—and learn new cooking ideas. Miss Quinn was extremely clever in weaving both the products and appliances used, throughout her talks. She would, for instance, make a salad or side dish using Frito's (a Texas born corn product) or cottage cheese from the dairy.

Hilarious climax of program was reached on Friday when Mac baked a cake. The studio audience were convulsed as he crushed eggs in his hands, tossed shell and all into magician's false bottom pan—followed by heaps of baking powder—salt,

etc. Placing his 2-minute cake in the oven for that period while he again plugged all sponsors, he amazed those present by finally uncovering a baked cake. Offers to taste it found only a few women willing to try.

Preliminary plans were well defined before prospective sponsors were contacted so that all would proceed as scheduled. No hitches occurred. Studio set-up started Wednesday preceding broadcast when PP&L erected their own portable stage. Kitchen background, cabinets and sink were installed Friday. All electric appliances were operating by Saturday noon and dry run of these made afternoon

(Continued on page 19)

Sales Result From "Man On Street"

A snappy combination of interviews, stunts and prize awards in the man-in-the-street manner is providing not only new outlets and sales for an Ohio biscuit firm, but also a smooth tie-in between sponsor's name and that of the show.

"Strietmann Street Man" is the year-old vehicle which is currently introducing the name of Strietmann Biscuit Company, Cincinnati, Ohio, to new stores and increasing business for this established baking firm. It's not the first time this sponsor has used radio as an advertising medium, but it seems to be the show he has been looking for. He started using radio some years ago, tried several different types of radio shows, and finally settled on the street man idea. It has been a steady sales puller and Strietmann booster since its inception in September, 1948.

DRAWS CROWDS

When the show was first aired last year, it amazed everyone by drawing a crowd of between 200 and 300 people every day in front of Loew's State Theater in Norfolk, the site of its broadcasts. Program produced immediate response for its sponsor right from the first.

Way the program works is this: the Strietmann Streetman, Blair Eubanks, and the Strietmann hostess, Ailine Nestor, broadcast six days a week during the Fall and Winter seasons. Program is aired from 1:30 to 1:45 P. M. under the marquee of the Loew's State Theater in Norfolk. It is the standard man-in-the-street interview type show, and all participants in the broadcast are given a Zes-To-Gram, which can be redeemed at their grocer's for a package of Zesta crackers . . . product of Strietmann Biscuit Company.

At the conclusion of each interview, the participant is asked the "orchid question" . . . a single question which is selected for each broadcast, and which usually has a numerical answer. Recent orchid query requested the height of the Washington Monument. Answer was 555 feet. Person coming closest to the right figure is the winner of the orchid. Flower is presented at the conclusion of the program.

During the summer the Street Man was broadcast just three days a week, Tuesday, Thursday and Saturday. However, on the six-day schedule which is running currently a special plan is followed. One day is specifically designated "club day," and the program for that day is previously tape recorded at an evening meeting of a civic club in the area. This innovation went into effect last season. At the club meeting, the recording is made a feature of the night's program; to promote Strietmann products, they are made a part of the evening's refreshment.

STUNTS USED

Just to make the show more distinctive and to add a bit of unusual promotion several stunts have been employed. At one time Blair Eubanks designed a special hat with a real bird cage on it, and presented it to WTAR Woman's Director Alice Brewer White. On another occasion he blindfolded a girl and presented her with a mystery prize. She was told it had a red ribbon around it and was very pretty. The young lady stated she would either put it on the mantel piece or take it to bed with her on a cold night. She was horrified to learn that she had won a live pig!

Another woman on the show declared

she did not like hillbilly or cowboy singers. Especially singled out for her disdain was Tex Ritter. She was quite stunned to discover that the man standing next to the Street Man was Ritter himself. The ensuing conversation was a riot.

Right along the show has meant increased business for the sponsor. His only proof of results is this continual increase. Program has also provided Strietmann with entree for new sales through stores that had not previously carried Strietmann products. This particular time for broadcasting the show was chosen in order to gather a large feminine audience. The sponsor uses no other radio promotion, but he does use some newspaper advertising.

Commercials each day are limited to a single message. With the exception of program identification, the commercial is read by both Ailine Nestor and Blair Eubanks. It is presented in the middle of the broadcast, and sounds like an ad lib announcement.

Outside of air time and talent, there is

no cost involved in producing this show. Sponsor gives away a Zes-To-Gram, good for a pound package of Zesta crackers and the orchid is given by a local florist in exchange for mention on the show. On the program at various times, Strietmann cookies have been given away. However Zesta crackers are featured almost entirely.

Presented at an excellent hour for attracting women listeners, the show is also situated in a good spot in the WTAR schedule. During the week Street Man is preceded by Mail Order Music, a disc jockey request show, and followed by the Tidewater Spotlight, program of local news. On Saturday, show is preceded by the National Farm and Home Hour (NBC), and followed by the U.S. Navy Band, a transcribed show in the interest of Navy recruiting.

Well scheduled, well planned, the show is also well named. It was originally chosen to spark the sales of Strietmann products because it is a natural way to give away Zesta crackers. The tie-in between the

(Continued on page 15)

The "Street Man," Blair Eubanks is lost in crowd as hostess Ailine Nestor presents orchid to daily winner



GOOD MEMORY LISTENERS IN

AIR FAX: Recalling old songs pays off for studio and home audience.

First Broadcast: June 28, 1948

Broadcast Schedule: Monday through Saturday, 11:30 A. M. to 12:25 P. M.

Sponsor: The Blanton Company and Ward Baking Company

Station: KWK St. Louis, Missouri

Power: 5,000 watts

Population: 1,368,000

Preceded By: Kate Smith Sings

Followed By: Five-minute Newscast

Telephone quiz program using old records and player piano music provides laughs, prizes, and lots of fun for both studio and home audiences in St. Louis, Missouri. Program is presented over 5,000-watt station KWK, and is emceed by Tom Dailey of the KWK staff.

When the show was first aired on June 28, 1948, Dailey greeted the air audience with the idea of recalling the many, many tunes that, though once popular, with the passing of time, have become a bit hazy in memory. Shortly after moving into new KWK quarters this spring, Tom began inviting a studio audience to share the humor and fun that always ensues when people try recalling the old tunes. Having 90 to 100 guests at each broadcast has become almost a daily occurrence.

During the program which is aired Monday through Saturday from 11:30 A. M. to 12:25 P. M. telephone numbers are selected at random from the St. Louis Metropolitan telephone directory. Listeners are asked to recall the number being played. They do not have to be listening to the program to win a prize, as music is

played from the speaker over the telephone receiver for them. If listener guesses the recallit tune correctly, she is given a chance to guess the Master Mystery. Recallit tune prizes accumulate at the rate of from \$4 to \$7 each day. The amount of the prize increases daily if no one identifies the numbers. The Master Mystery pays at the rate of \$50 per week. It starts with a \$100 prize and increases at the rate of \$50 each week. Recallit tunes have paid as high as \$550 and the Master Mystery as high as \$750.

To get tickets to the show, all listeners have to do is send Daily a self-addressed, stamped envelope. They have 55 minutes of fun, and earn perhaps enough money to buy their friends a sarsaparilla on the way home . . . so Tom says.

SHOW SPONSORS

Sponsors of the show are The Blanton Company, St. Louis, Missouri, makers of Creamo Margarine, and the Ward Baking Company, bakers of Tip Top Bread. Both use spot announcements on other stations, newspaper ads and coupon deals. First real use of radio for Creamo was in September, 1948 on the "Recallit and Win" show, and they have been constant sponsors since.

As for the spot announcements, Creamo uses one on another station, while Ward uses a total of twenty spot announcements on other stations.

Commercials on the Recallit show are furnished by the agencies, and Tom Dailey ad libs around the supplied copy. Since the show carries food products sponsors, they are trying for immediate sales. These

PAYS PRIZES

are mainly Missouri sales, but also are stressed in Illinois. It was found through KWK's personal calls that many stores and their customers preferred margarine in bags since the housewife could mix it faster and easier than most packaged brands. In Missouri, manufactured colored margarine sales are permitted. However, in Illinois the state laws do not permit the sale of any but white margarine with coloring to be done by the housewife.

PROMOTION USED

Car and bus cards, direct mail, personal calls on dealers for attitude surveys, sampling of audience at show which at least 75 people attend each day have served as promotion for the show. Personal calls by the KWK Merchandising Department have proven that the show has been most effective for both Creamo and Tip Top Bread.

During the more-than-a-year's run of the show, a Hooper rating of 5.2 has been achieved. Tunes have been made simpler in order to have more winners. The Master Mystery continues to be an old popular tune, but still remains a tough one to identify. The program has stayed on the same time spot throughout. It was originally put on this spot to reach the feminine audience with ease . . . station time was available and the opposition was not overly great.

Program costs \$455 a week, per fifteen-minute-period which includes air time, cash prizes. It is preceded by Mutual's "Kate Smith Sings" program, and followed by a five-minute newscast.



Studio contestant gets privilege of pumping old player piano as Tom Dailey listens and John Traxler lifts lid

The show has been an enormous success from the standpoint of sponsor, station and public. All sponsors do a sampling job of the studio audience now and then. There is also a display of all sponsors' products on view in front of the stage in the studio. As further sponsor aid, coupons for sponsors' products are given those who fail to identify tunes correctly.

Over 3,000 people have attended the show since June of this year, when the station was moved to its new building which accommodates audiences. In the period since the show started—June, 1948—about \$20,000 has been given to winners.

Street Man

(Continued from page 13)

sponsor and the show is most evident however in the name. Program is universally referred to as the Strietmann Street Man Show. This double emphasis adds to the program's advertising effectiveness, while the show's distinctive format keeps listeners tuned to the Street Man . . .and necessarily to Strietmann.



Show Gives Prize

Radio, with its flexibility and adaptability, again has demonstrated that it can merchandise any kind of product or sponsor.

"Vacation in Bermuda," an outstanding radio show produced by WLOW, a Norfolk, Virginia, independent station, is now in its eighth week, sponsored by a group of grocery stores known as Economy Stores, Inc.

The Economy set-up is the kind that has refused repeatedly the use of broadcast advertising because of an erroneous belief that radio could not do the job for them that newspaper traditionally has done.

However, WLOW built a program exclusively for Economy Stores, Inc., which is comprised of more than 100 independently-owned grocery stores, and the program is paying off in handsome fashion for these one-time skeptics.

The main idea of "Vacation in Bermuda" is simple—yet one that appeals to everyone: vacations. Lee Lively and Louise Packard, who handle the daily half-hour broadcasts, select a different state for the topic of conversation each day. They highlight the vacation spots and points of interest in that state. Their shows, which are entirely informal and ad lib, combine care-

fully chosen music and a new type of daily prize which have made "Vacation in Bermuda" far and away the most popular locally-produced radio program now being aired in the Norfolk area—an area served by nine radio stations.

◁ Lee Lively, conductor of "Vacation in Bermuda" turns over tickets to lucky contestants at beginning of trip

The campaign first was offered to N. J. Moody, general manager of Economy Stores, Inc. The offer followed nine weeks of negotiation with the Furness-Withy Line for free cruise trips aboard the luxury liner Queen of Bermuda—the program's grand prize.

Moody, quick to grasp the unique promotional values of the campaign, asked R. W. Wasdon and W. M. Carpenter of WLOW to present the complete plan to Economy's advertising board. This was done at a luncheon meeting. The entire

program was played. Then, after minor changes, the contract was inked for a 13-week period, with renewal options.

The entire presentation involved some six weeks and many hours of work by the WLOW staffer involved. More than a few night-time meetings were required. But it is paying off, and this fact is demonstrated time and again in the many Economy Food Stores. As an additional tie-in—and to make each grocer feel that he is an integral part of the campaign—the grocer who has the "Vacation in Bermuda" winner every four weeks, receives a \$100 wrist watch from WLOW.

The question of how to win the six-day cruise to Bermuda for two persons received considerable attention. Several schemes were offered, but WLOW feels the final solution to the problem probably is the best that could have been made.

Each grocer receives 500 entry blanks. On the blank is space for the grocer's name to be stamped, space for the entrant's name, address and telephone number. On the reverse side a section is reserved where the listener may write—in 50 words or less—the reason why he or she likes to buy at

of Bermuda Vacation

board approved the campaign.

Next step was a meeting with the board of directors of Economy. The Board of Directors unanimously approved the idea.

At this point it was necessary to bring the entire membership of Economy Stores together so they could be informed of the plan and vote on it. Carpenter and Miss Packard, in an evening meeting with the grocers, answered a multitude of questions about the program, how it would be handled, commercial copy arrangements, prizes to be awarded, how to award the prizes, who would be eligible, and many others. An audition of the proposed pro-

an Economy store. The blanks then are mailed to the station by the contestants and are kept in a huge basket.

Each morning during the program Lively and Miss Packard select one of these entry blanks at random and call the contestant on the telephone. If the contestant responds with "Economize with Economy" rather than the usual "hello," then that radio listener and a companion win the daily award of an "Evening Out." This is the added ingredient that stimulates and holds the day-to-day interest of the listeners.

(Continued on page 21)

FARM SHOW

BENEFITS SPONSORS



Part of cast of "Western Slope Farm and Ranch Hour," outstanding morning program on KFXJ

Eight sponsors are benefitting through their radio advertising on 1,000-watter KFXJ in Grand Junction, Colorado. Vehicle which is carrying their names to KFXJ audiences is an early morning farm and ranch show called the Western Slope Farm and Ranch Hour.

Aired Monday through Saturday from 6:15 to 7 A. M., program gives eight non-competitive accounts one minute each to sell their names, products, and services. Some of these are direct sales messages while others are of an institutional nature. All accounts, no matter which type of advertising they employ, are well satisfied with the show and attest to the results attained.

Show itself is a natural for sponsors who cater to the rural trade. A farm and ranch program, it presents forty-five minutes of varied entertainment for the agricultural

audience it attracts. Format, generally, includes several separate features. Interviews with agriculturists fill a large portion of the time, while tape recordings of special events are often added for special interest. These cover such things as Cattlemen's Association and Wool Growers' meetings . . . subjects of concern to farm and ranch owners. Guest speakers on the show include county agents and home extension specialists. News dealing with farm and ranch subjects is especially edited for airing on this program.

In addition to all the informative material offered, there is a musical portion on the show for pure entertainment value. An instrumental and vocal duo play and sing western and popular songs. This use of live talent for the music segment was inaugurated recently. Show now is approximately two years old, and for its

entire life has had strong mail pull.

Sponsors of the Western Slope Hour include an auction sales yard, farm equipment dealer, clothing dealer, automotive dealer, livestock broker, seed store, insurance and finance company and a food account. These noncompetitive firms tie right in with the format of the show . . . all parts of the broadcast catering to the farming and ranching group.

Announcements are sold at a one-time Class A rate. This premium charge is paid to the live talent on the show, also. Producer of the show is Ed Lewis of KFXJ.

Time for broadcasting the program—the early 6:15 to 7 segment—was selected on the basis of listening habits of rural listeners as revealed in surveys. These early risers have their radios turned on in time to hear the news about their work and the special features connected with it. Western Slope Hour is in an excellent time

spot for reaching the audience at which it is beamed. It is not, however, the first program on KFXJ daily schedule; preceding it is a sustaining Chapel of the Air. It is followed by a newscast, sponsored alternately by a wholesale food account and a clothier.

Promotion is not lacking in the case of the Farm and Ranch Hour. Show is promoted largely through direct contact such as Grange meetings, 4-H Clubs, FFA and other groups. Also, promotional spots are aired, particularly with reference to guest shots and special-events coverage.

The definite tie-up between sponsors' products and the show itself is an invaluable aid in building results for the program's backers. All eight sponsors find the show THE advertising vehicle they have been looking for . . . it spells sales for them, success for KFXJ, and is another bright spot in the achievement record of radio advertising.

Cooking School

(Continued from page 11)

of same day. Miss Quinn spent each morning getting foods prepared for cooking, such as peeling potatoes, carrots, etc., so that meals were practically set to go in ovens. No medium other than radio was used to promote show. Advance plugs suggested places where tickets could be obtained, (from participating sponsors). No children were permitted and admission was by ticket only.

Accompanying pictures visually demonstrate "School" in action. Various appliances were exhibited on each side of stage. Each woman attending registered as she entered studios. Duplicate numbered cards were used, one bearing address was kept for sponsors' use in follow-up and for selecting studio winners. Ladies kept other half for identification purposes for awards. As each lady entered studio she received small giveaways from various sponsors. A small thermometer, plastic

cap for jars and measuring glass. Pre-selector for other station telephone show was used to select phone calls.

All sponsors were charged the one time hour rate for week's participation. Station sold 6 sponsors netting thereby slightly more than the 5 hours used. No attempts were made to crowd more sponsors on program. Sponsors were not guaranteed commercial announcements as such. Stress was placed upon working the commercial credit in Miss Quinn's talks with all sponsors getting credit at beginning and end of program from Mac.

Program was scheduled intentionally during May to introduce summer menus. Promotions of this sort can assist station in boosting billing during dull period and at the same time do a good job for local merchants.

Small electrical appliances, food and trade certificates for prizes awarded totalled \$474.

Little Symphony

(Continued from page 3)

dents in the preparatory department of the Eastman School of Music. Scholarship winners are announced during a "Little Symphony" concert by Dr. Howard Hanson. Senior winners are presented on the air during the McCurdy series.

Series is promoted by Station WHAM through the use of newspaper ads, billboards, news releases, and consistent air promotion. McCurdy and Company promotes their "Little Symphony" through references in their store advertising, both internal and external, by stuffers, "post-mark advertising." Window displays are also devoted to promotion of the "Little Symphony."

The McCurdy "Little Symphony" enjoys wide listenership. Its appeal is the universal appreciation of good music. The early evening time of seven-thirty has been selected by McCurdy and Company because it is a time when people are relaxing after the dinner hour and the quiet beauty of concert music is conducive to quiet listening.

Usually a half hour of evening time is peppered with brisk commercials. The "Little Symphony" carries absolutely no commercials—another reason for high listener acceptance. McCurdy and Company use the program as a vehicle to present to residents of Rochester and vicinity a message of strict institutional nature. The closing announcement—a single line—is representative of the type of institutional copy carried during the program: "McCurdy's wish to provide this program of fine music for your listening pleasure is your invitation to listen."

Since Station WHAM serves a forty-three-county primary area, "Little Symphony" carries a message of good will over 900,000 radio homes in western New York.

On February 14th of 1948, Station WHAM opened its new million dollar "Rochester Radio City." One of the features of Radio City is a beautiful auditorium studio seating nearly four hundred

people. Every Tuesday evening the auditorium is filled to capacity with interested spectators who have listened to the "Little Symphony" at home and wish to see the program as it is broadcast.

Another tie-in with the "Little Symphony," conducted by McCurdy and Company, was the recent presentation of a style show after a regular Tuesday evening program. The large auditorium stage, forty by forty-two feet provided a perfect setting for the models as they displayed the newest creations in the "new look."

Another important phase of the WHAM-McCurdy and Company cooperation is in the commissioning of special works for radio broadcast. Since 1945, WHAM has commissioned a number of composers to create musical works especially for broadcast by a medium sized orchestra such as the McCurdy Little Symphony. The composers who have completed such commissioned works for WHAM are:

DR. PAUL WHITE—"Idyll"

BERNARD ROGERS—"Characters from Hans Christian Anderson"

DR. HOWARD HANSON—"Serenade for Solo Flute, Strings and Harp"

ROY HARRIS—"Piece of Radio"

WAYNE BARLOW—"Nocturne"

PETER MENNIN—"Sinfonia"

BURRILL PHILLIPS—"Scena"

Singing Ducks

(Continued from page 9)

wit to start the day off happily . . . all of it mixed with music chosen for easy morning listening, with the added attraction of Fred's famed duck chorus under the direction of Professor Muchmore.

"A treat for tired ears and jaded radio appetites" is the way Philadelphians gratefully describe "The Fred Bennett Show." His loyal listeners believe in him and he's moving products off the dealers' shelves in volume. When WPEN's Fred Bennett hatched Singing Ducks, WPEN hoped the downy fuzz of growing ratings would put them at their ease . . . they knew that agencies would clamor for time as soon as they heard the Fred Bennett

Show, but they didn't know that those mad Singing Ducks would draw such a large audience response so soon . . . literally swamp them with letters and calls about those ducks.

Fred's not zany . . . he's a blend of Will Rodgers and drawing room wit. It's his subtle humor and gentle philosophy that have the greatest appeal, but his sincerity is the kind of attribute that is always at a premium. "The Fred Bennett Show" has the spark that is building a listening audience with its novel characterizations and original skits. Each day more and more listeners are tuning to "The Fred Bennett Show" on WPEN . . . and what's more, they're staying tuned.

Bermuda Vacation

(Continued from page 17)

Each daily winner and a companion are picked up at their home by a Yellow Cab and driven to the smart Coffee Shop of the Thomas Nelson Hotel. There they receive an excellent dinner, as well as a corsage for the lady from Durkee's Florist Shop of Norfolk. Following the dinner, the Yellow Cab takes them to Loew's Theater to see a first-run motion picture. When they leave the theater, the Yellow Cab takes them home again. A complete evening out at no cost whatever to the couple—and, incidentally, at no cost whatever to the station or the sponsor. Each of these "Evening Out" participants is mentioned on the daily programs. They receive no commercial as such—just a simple mention of the cab company, the restaurant, the florist and the theater.

Finally, at the end of each four-week period, the entries that have been received during that month are judged and the grand prize winner chosen. Mr. Whitehurst, ad man for Economy; Warner Twyford, radio and drama critic of the *Norfolk Virginian-Pilot*, and Carpenter, of the station staff, are the final judges.

Popularity of the program is shown by the fact that entries steadily pour into the station. To date, more than 20,000 entry blanks have been printed and distributed,

and Economy has requested an additional 10,000. All this in the short space of eight weeks!

Copy-wise, the five commercials on the program feature the many advantages of buying from an Economy Store. The friendliness and neighborliness and courtesy of dealing with Economy Food Store grocers—who are all local men who own their own businesses—are stressed. The angle that co-operative buying enables Economy Stores to compete with any chain operation in price as well as in quality also is brought out. Both Miss Packard and Lively handle the commercials. Material is supplied each week from Economy headquarters. When specific prices are mentioned, these are checked each morning before air time to make certain they are correct and that last-minute changes may be noted.

One of the most remarkable things about the entire campaign is the fact that such a large group of independent merchants could agree and give unanimous approval to a radio show. Each has an actual voice in the presentation of the program, and each pays a proportionate share of the cost.

At no point has "Vacation in Bermuda" been hit or miss or experimental. The entire campaign—from its inception and right down to the last promotional display card—was planned at the outset. The format of the program, the method of caring for the grand prize winners, the daily winners, the commercials, and the talent were all set long before the program actually got underway.

This type of planning, allowing for complete follow-through, has been responsible in large measure for the success of the program, according to Carpenter.

Carpenter believes that the complete, detailed planning also was largely responsible for the fact that Economy bought the campaign. No detail was overlooked. Every possible avenue of exploitation was used. The program simply had to click.

"Vacation in Bermuda" is clicking. It will continue to find a large and responsive audience. "Vacation in Bermuda" proves once again that radio, when properly used, is the most effective advertising medium for any type of business.

Red Rooster

(Continued from page 5)

frequent changes of pace will be planned to add interest to Schuneman's Red Rooster program.

- G. Music will be rotated by types from day to day.

6. MERCHANDISING PROGRAM

A. Trigger promotions and runner items have proved most productive on this type of radio program. While new items and styles can and should be introduced, medium and popular price lines produce surer, quicker results than extremely high fashions. To a great extent the Parrish promotion plan to which the store is now committed will be followed in merchandising of the radio program.

B. When any item can be ordered satisfactorily by mail or telephone, mention of Schuneman's tel-mail service should be included in the script. This is particularly important for:

1. Out-of-town listeners who cannot come to Schuneman's frequently as well as for
2. In-town listeners who are tied up at home with small children.

C. To get best results from Schuneman's Red Rooster program, it is particularly important that each buyer whose merchandise is advertised on a specific day:

1. Inform sales staff about sales points of merchandise.
2. Make certain that Schuneman's Red Rooster advertised merchandise is displayed prominently in department.
3. With special Schuneman's Red Rooster sign.

7. PUBLICITY PROGRAM

If Schuneman's is to obtain maximum returns, both direct (sale of specific

merchandise), and indirect (institutional and dissemination of fashion facts), every possible media of publicity must be utilized in publicizing Schuneman's new radio hour:

A. WITHIN THE STORE

1. Store Signs—Full sheets and one-eighth sheets, announcing the new radio hour, will be placed throughout the store in fitting rooms, beauty salon, women's rest room and employees special rooms on August 11.
2. Elevator Cards—A full run of elevator cards, announcing Schuneman's Red Rooster program will be designed and inserted on Thursday, August 11, and will remain in the elevators until Monday, August 22.
3. Window Cards—A special card will be designed for use in Schuneman's windows announcing the new radio program starting Thursday, August 11.
4. Window Cards—Any item advertised over Schuneman's Red Rooster program, displayed in a window, will be accompanied by a specially designed radio card, calling attention to the radio advertisement.
5. At least two window displays will be planned for the window week starting Thursday, August 11, announcing Schuneman's Red Rooster program. Mr. Ullom will be responsible for the windows planned in cooperation with Mr. Dotson and Mr. Campbell. At later dates, windows featuring the new radio program will be installed at frequent intervals. Reference to the radio program in the windows should be made whenever practical.
6. Sales Force—Starting Thursday, Aug. 11, Miss Krauss will have the section managers instruct each sales person to

mention Schuneman's new radio hour—Schuneman's Red Rooster program, WDGY, 1130 on your dial, to customers at the end of each transaction. No set wording will be suggested by the section manager, each sales person phrasing the announcement in his or her own words to avoid monotony. However, the 1130 position on the dial should be mentioned each time in connection with the name of the station, WDGY.

7. Radio Selling Tie-up—Starting Monday, August 15, each salesperson in each department advertised on Schuneman's Red Rooster program for that day, will mention the fact that the item was radio advertised and ask the customer if she or he heard it advertised over the radio that morning.
8. Suggestive Selling—In each department when an item has been advertised over Schuneman's Red Rooster program, that item will be used for suggestive selling after the sale of merchandise requested by the customer has been accomplished. The section managers, working with the buyers, will interest the department's sales force in this method of obtaining additional sales.
9. Buyer's Radio Meeting — A special meeting for Schuneman's buyers, at which Schuneman's Red Rooster program will be explained, will be held on Wednesday, August 3, at 9 A. M., in the River Room.
 - A. An enlarged map, showing WDGY'S primary service area, will be presented to show how thoroughly it covers Schuneman's trade area, areas not reached at

present, either by radio or newspaper.

- B. Procedure for Schuneman's Red Rooster program, requisitions, signs, departmental displays and selling will be explained.
 - C. Paul and Mary Light and WDGY staff representatives will be introduced.
 - D. Cost of radio item advertising will be given and comparison with newspaper advertising costs presented.
 - E. Plan for radio advertising subsidy will be explained.
 - F. A special radio daily sales report will be presented.
10. Radio Mass Meeting—A mass meeting of all Schuneman's selling employees will be held at 8:30 A. M., Friday morning, August 12, on the Street Floor, where a miniature Schuneman's Red Rooster program will be presented by WDGY's staff and Paul and Mary Light. Special emphasis will be laid on the importance of Schuneman's employees telling their customers, relatives and friends about Schuneman's new radio hour.
 11. Schuneman's personal shopper, Betsy Ross, will call attention to Schuneman's Red Rooster program in all her contacts with customers.

B. OUTSIDE ADVERTISING

1. New paper Advertising—Starting August 7 there will be daily announcement in the St. Paul Dispatch-Pioneer Press announcing Schuneman's Red Rooster program. This advertisement will be changed daily and will appear in var-

(Continued on next page) E

ious sections of the newspaper (news, society, sports and radio pages). There will also be advertisements in the Union Advocate.

2. Package Inserts — Starting Monday, August 7, package inserts will be placed in all packages, both take-with and sends, at the direction of Miss Krauss, personnel director.
3. Radio Pre-announcements— Starting Monday, August 7, WDGY will schedule announcements throughout the day and evening programs to build up interest in Schuneman's Red Rooster program.
4. WDGY Newspaper Advertising — WDGY will advertise Schuneman's Red Rooster program in St. Paul and Minne-

apolis newspapers, country newspapers and the Farmers Union Weekly.

5. South St. Paul Advertising— WDGY will use all available facilities of its South St. Paul office to advertise Schuneman's Red Rooster at the stockyards and points of rural contact there.
6. Street Car Card Ads—Schuneman's street car cards will advertise the new radio program, being placed in the cars as soon as possible after August 7.
7. Billboards—Schuneman's billboards will be redesigned as much as is consistent with economical and effective presentation to advertise the new radio program.



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