

NATIONAL BROADCASTING COMPANY, INC.  
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# S Showmanship



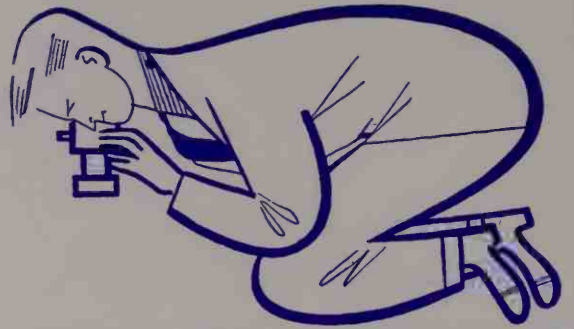
FEBRUARY 1943

25c  
30c IN CANADA

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**33 TESTED PROGRAMS FOR BUSINESSMEN**



# YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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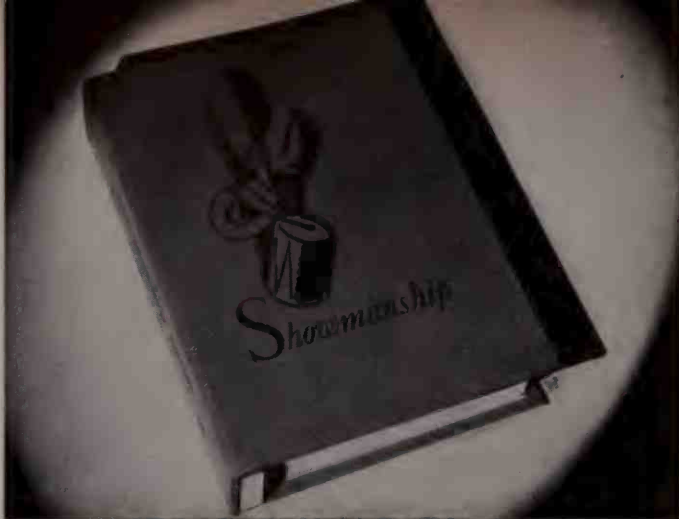
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# You Don't Have to Pull Them Out of the Hat



PRICE: 50c

*the new*

# RADIO SHOWBOOK

*Syndicated, Transcribed, Script Directory*

## THEY'RE ALL HERE!

*1001 Radio Programs*

- For men who buy local radio time.
- Every show available for immediate use.
- Classified for handy reference.
- Most complete listing ever compiled.

Write to

**RADIO SHOWMANSHIP**

**1004 Marquette**

**MINNEAPOLIS, MINN.**

---

# ON THE NEWS FRONT

**A**LMOST synonymous today are *news* and *war*, and news today, to a greater and greater degree, means *radio*. In the last war, newspapers alone kept the public informed of day-to-day shifts on the battle fronts. As the din of conflict grew to louder and louder proportions, all along the line came improvements which helped newspapers emerge as an even more powerful social force. It was the advertiser who made these improvements possible, and when the smoke of battle cleared, these same advertisers reaped the benefits along with the general public and the newspapers themselves.

No longer do news hungry people wait for the evening newspaper or hurry out to catch the latest *extra*. The news is there at the push of a button, the turn of a dial. Commercial radio has made this possible, and the advertiser who wants to quickly reach the largest possible audience, turns to news as the most valuable public service which can be performed today. News, instead of being an impersonal commodity, far removed from every day life, has become of vital significance to every home from which men have gone out to fight and serve.

Radio has gone to war for its first time, and while its representatives are not in khaki, they are on every battle front. They keep an anxious public informed of latest developments around the clock.

In giving radio their support for this service, advertisers who have taken on this important wartime job, are doing their share to keep alive the heritage of freedom loving people, the right to be truthfully informed, for which men now fight and die. And more than this, this self same service helps refute the propaganda lies spread by those for whom truth and honour have long since become a hollow mockery.

To know where to look for it, when to expect it to break, what to do about it when it does break—of these things does news partake. With advertisers generally breaking bread at the same table, it is obvious that they, too, have taken over the precepts of the press as one way of partaking in post war developments.

Things are happening, and radio is on the front line. Radio will gain in stature, along with its advertisers, just as newspapers in the last war, took on new dimensions. After its trial by fire, radio will emerge as an even greater social force, equipped as never before to serve the general public, and in so doing, to perform even greater services for its advertisers.

*The Editors*



# Hammer

News Broadcasts News  
Writes Maury Nee, Adv

**C**AN radio sell a service? Can radio sell an institution and through this, the merchandise that institution offers? The answer to both questions is yes, and the P. J. NEE

Co., Washington, D. C., has the facts and figures to prove it.

In July of this year we will celebrate our fifth consecutive year *on the air*. Throughout this period, we have endeavored to establish the P. J. NEE Co. more as an institution than merely as a place to buy furniture. We feel about radio advertising just as we do about merchandise in our two stores; that it is a never ending assignment. To merely put a radio program on the air and wait for results is a sad mistake. For those who take the trouble to learn the why's and wherefore's of radio, radio is rapidly surpassing newspapers as a medium of commercial presentation because radio offers leeway to creative imagination. It offers to a progressive sponsor a chance to personalize his product in a way that no other medium can provide.

Our first program, *Captains of Industry*, was a transcribed dramatization of the lives of leading Americans. To this we soon added another 15-minute transcription featuring *Donald Novis* and *Felix Knight*. A year later we took on our first live show, *Dreams Come True*, a musical program over WRC. Because it was flexible enough to meet seasonal and promotional changes, yet inflexible in its

consistency, this was the beginning of a very successful advertising venture. Though immediate, direct results were intangible and still are, our overall picture brightened conspicuously. That year saw the P. J. NEE finish the year with an increase of eight per cent when other stores were laboring to equal their figures of the preceding year.

While the show has been considerably dressed up since then, and is now aired under the title of *Dreamhouse*, it is still pulling business for us, and our volume increase is constantly growing. By 1940, when we were thoroughly convinced of the job that radio could do, we directed only 17 per cent of our advertising budget to newspapers, and increased our radio appropriation to 60 per cent of the total appropriation. Direct mail and other miscellaneous ways account for the remainder. We were rapidly becoming known as radio advertisers exclusively.

In catering to the public's interest in particular types of programs, we have used music, sports, friendly chats with our home consultant, and news.

One noteworthy digression from our musical type of show was our sponsorship over WOL of Redskin football games play-by-play. In our basic advertising plan of bringing the finest in musical entertainment and sporting events to the people of Washington, these games achieved a very high spot. Direct response for the days immediately following the games was outstanding, even though we merchandised these games only through the use of institutional copy.

# Price Home.

Sell Service, Move Goods

P. J. Nee Furniture Co.



Since the war began we have appreciated the great increase in demand for news broadcasts and even more recently, a complete military analysis of the various theatres of war. With this in mind, we successfully sponsored a series of 26 weekly broadcasts of *World News Tonight*. We have further superseded our straight news broadcasts with an analysis of the news three nights a week. Currently, we offer listeners a large size full-color war map of the world, and on the back cover we plug our radio programs.

Another new feature we have added to our radio presentations is Elinor Lee who is broadcasting every Thursday morning from our *Dreamhouse*, in our 1106 G St., N. W., store. Its appeal is directed to the people who buy furniture, namely, the women, and we are confident that it will do a great deal in the development of our Interior Decorating Department.

If I were asked if it were possible to sell furniture *directly* from a radio broadcast, I would have to say no. But there isn't a medium known that will definitely and directly pay for itself in profitable furniture sales the day after it is publicized. But can radio sell a service? Yes! I know too many concrete examples to believe otherwise. Can radio sell an institution, and through this, the merchandise that institution offers? I refer you to our audit records.

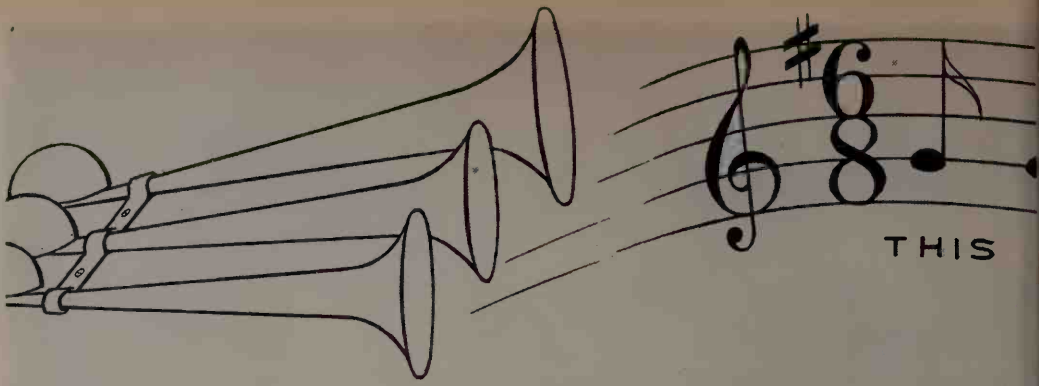
To use a trite word, we think radio has IT! Radio can and does sell a service and an institution, and by selling the store's name, merchandise is moved in steadily increasing percentage improvement over previous seasons' business.

*Following in his father's footsteps is Maurice Lyden Nee, shown here, whose father founded the P. J. Nee Co., Washington, D. C., in 1880. Still in his twenties, admn Nee rates the furniture business tops in his list of interests, gives radio second place. His main drive now is to win the war. His most prized possessions: the Minute Man banners in both Nee stores.*



*Athletic in his inclinations, he has played football, basketball, baseball and golf, holds the record for the lowest official golf score played in Washington, D. C. As a disciple of Isaac Walton, he prefers surf and sea fishing.*

*An all-round person, up-and-coming Nee was president of the Washington Executives Association in 1942, the previous year wielded the gavel for the American Business Club. Other kudos: 1942 Sports Committee Chairman for the Kiwanis Club; founder, and 1942 chairman for the Furniture Dealers Ass'n of Washington; Air Raid Warden for all furniture stores; Board of Governors of the Merchants & Manufacturers Ass'n; member of the Board of Trade, Better Business Bureau, and the Retail Advisory Committee to the U. S. Treasury for the Furniture Industry.*



**F**OR the third successive year, the THORNTON LAUNDRY & DRY CLEANING Co., Youngstown, O., has renewed its seven weekly quarter-hour shows on WFMJ. One month after we aired our first fifteen-minute Sunday afternoon program of transcribed organ and philosophy, we added an additional Sunday program which we still feature.

Six months later we were convinced that radio played a definite part in our business increase. Not one to pass up a good thing, we increased our radio schedule to seven 15 minute programs per week, the year around.

Monday through Saturday at 8:00 A.M., listeners get the morning news, and as interest in the news mounts even above previous levels, our audience tune-in increases in the same proportion. THORNTON's *Lucky Listener* program, a special quarter-hour aired every Sunday at 1:30 P.M., is a typical *Pot-O-Gold* show. Certainly, it is our experience that such programs are as well adapted to the local field as they are to networks. Our offering is exactly what its name implies.

Each week the announcer draws a number from the THORNTON *Grab Bag*. That number determines the page of the Youngstown Telephone Directory on which the winning name is listed. A second drawing decides the exact line on that page. At that point, the *Lucky Listener* is telephoned, and if the call goes through, the listener's reward for answering his telephone is twenty five dollars. As a premium for knowing the tele-

## Take 'Em

Quiz Show Plus News Daily  
Walter M. Johnston, Pres.

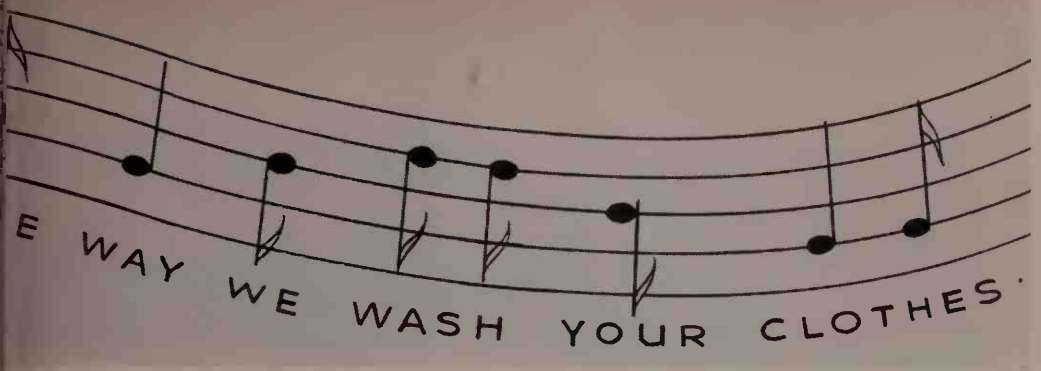
phone number of the THORNTON LAUNDRY, the listener collects an extra five dollars. Bright and early the next morning, the listener gets his prize money from a THORNTON routeman.

If the phone is busy, or if for any other reason, the call is not completed, the not-so-lucky listener gets a consolation prize of five dollars and the twenty five dollars is carried over, added to the following week's prize to sweeten the jackpot.

Because telephone calls are seldom completed, it is apparent that most people stay home at least until after 1:30 P.M. to listen to the program, and we have evidence that among both old customers and new contacts, the program is one of the best known of the local radio programs. In most cases, listeners have their radios turned on when we call them.

Because we believe that all advertising should be coordinated, we consistently





# The Cleaners!

Business Wrinkles Writes  
Laundry & Dry Cleaning

plug our radio programs in all of our newspaper copy. In that way, listeners more readily identify our radio offerings with our business, and we are able to keep on building up the size of our radio audience.

In our choice of programs, we give *What's New in the News* for a steady diet, and *Lucky Listener* for Sunday dessert. Certainly, since audiences tune in for information and entertainment, we feel that the best way to create business is to give them these two ingredients. For that reason, all commercials are of an institutional nature, and in keeping step with the times, we give much of our commercial time urging listeners to purchase War Bonds and Stamps.

Once, for a six week period last year, we advertised the replacement of worn out collars on men's shirts for 35 cents. It is the only direct merchandising we have ever done, and we gave it up in a hurry: response was so great that we

didn't have the facilities to handle the demand!

When we recently signed our contract for another year, we did so because we had faith in advertising in general, and faith in radio advertising in particular. Radio has proved its ability as a selling medium; it alone sells personal services in a personal way.

*Active in social and civic affairs is Walter M. Johnston, president of the Thornton Laundry & Dry Cleaning Co., Youngstown, O. While he holds membership cards in several fraternal organizations and in the local country club, his main interests are focused around his work and his family.*



*Although his Youngstown business has prospered since 1912 when he first came to the steel-town, his apprenticeship in the cleaning industry was served in the east. Vital statistics: he was born in 1889 in Cumberland, Md. Modest to the point of shyness, laundryman Johnston tends strictly to business, shrinks from personal publicity.*

**T**HE 17th of March, 1940, was more than St. Patrick's Day in Michigan. It marked the opening of a gigantic schedule of radio news programs for CUNNINGHAM's 100 drug stores that has continued over 17,000 times to date; almost three full years and it is still going and growing.

The first CUNNINGHAM's *News Ace* program, identified by the zoom of an airplane, was the beginning of a series of news programs that has shattered all records for consecutive broadcasting in one market. Today in Michigan, CUNNINGHAM's *News Ace* has become synonymous with news.

Before the initial *News Ace* program was broadcast, CUNNINGHAM's DRUG STORES, INC., Detroit, had determined to make this the most complete news coverage available in Michigan. This was prior to the Blitzkrieg in France and the Low Countries. Nevertheless, CUNNINGHAM's customers, like all of America, were hungry for news. Our executives, together with our advertising agency, the SIMONS-MICHELSON Co. of Detroit, recognized that radio had put its best foot forward in war coverage. Day after day every home listens to the war communiqués and news broadcasts to obtain the latest up-to-the-minute bulletins. Our plan was to broadcast news, not at isolated periods, but continuously, so that any time it was convenient, listeners could tune in their radio and they would have a CUNNINGHAM's *News Ace* program with complete world, national and local news coverage. To accomplish this ambi-

# Ace Up Dru

Radio Round-the-Clock  
Writes Nate Shapero, Pres

tious schedule, we contracted for a total of 122 news programs weekly on five key radio stations in Michigan; WXYZ, CKLW, WWJ, WJBK, a 250 watt station which has built up a great listening audience as *The Voice of the Working People*, and WCAR in Pontiac.

Recently we have added a sixth station to the *News Ace* schedule. This additional station is WJR, which carries six *News Ace* programs daily, seven days a week. These WJR *News Ace* programs are designed to reach the enormous late hour shifts of Michigan war workers, and to further increase the scope of our service in continuously broadcasting the latest news. With action on the global war front moving so rapidly in every direction, these exclusive WJR *News Ace* broadcasts, the only ones on the air during the hours of 12:00 A.M. to 5:00 A.M., have been enthusiastically received.

This expansive schedule brings to a total 164 CUNNINGHAM's *News Ace* broad-



● Left . . . D. C. (Bill) Murray, Ad-craft club of De-troit president, pre-sents on behalf of radio stations WWJ, WXYZ, CKLW, WJBK and WCAR, an award of merit for public service to Nate S. Shapero, president of CUN-NINGHAM'S DRUG STORES, INC.

# Leave: NEWS!

## ons Sells Giant Specials Cunningham's Drug Stores

casts on the air every week. Beginning at 7:00 A.M., CUNNINGHAM'S *News Ace* zooms over the air waves around the clock for 22 hours of continuous broadcastings on six stations. The *News Ace* programs vary from 5 to 15 minutes in length, and for the most part, are broadcast on the hour.

The *News Ace*, in addition to rating the most popular source of news broadcasts in Michigan, also scores high honors as a medium for public service. On November 2, 1942, the radio stations presented CUNNINGHAM'S *News Ace* the award of a Public Service Plaque for the contribution of more than 15,000 broadcast messages in behalf of the war effort, national, state and civic agencies. In connection with this award, CUNNINGHAM'S published a full page advertisement in the *Detroit News*, showing letters of commendation that were received from Detroit's Mayor, Edward J. Jeffries; Frank N. Isbey, Chairman of the UNITED STATES TREASURY DEPARTMENT, MICHIGAN

WAR SAVINGS STAFF: Harvey Campbell, Executive Vice President of the DETROIT BOARD OF COMMERCE, and Percival Dodge, Managing Director of the War Chest. We might note that we believe that this is the first time any sponsor ever published a full page newspaper (Continued on page 51)

*Interested in practically every social service cause is Nate S. Shapero, president of Cunningham and Shapero Drug Stores, Detroit, Mich. For his aggressive leadership in rendering public service, the community, the state and the nation have paid tribute to drugman Shapero. Currently he not only wields the gavel as president of the 100 retail stores that comprise the Cunningham and Shapero chain, but he is also president of the Board of Five Commissioners of Detroit; president of the Chaim Wieszmann Chemical Research Foundation of Rehovoth, Palestine, and president of Franklin Hills Country Club. He is also chairman of the following organizations: the National Chain Stores' Section of Defense Bonds and Stamps campaign; the Michigan Chain Stores Association, and the Board of Police and Fire Pension Committee. As a member of countless other local, state and national boards, he rounds out his career as Detroit's Number 1 public spirited citizen.*

● Right . . . Nate S. Shapero, president, CUNNINGHAM'S DRUG STORES, INC., signs renewal contract for continuation of *News Ace*, flanked by (left) C. B. Larsen, vice president of CUNNINGHAM'S and (right) account executive Lawrence J. Michelson.





# No Sales E

How an Out-the-Way Store  
by Don Albertson, Adv

**R**ADIO advertising is nothing new at COLORADO SUPPLY. We bought our first spot announcements from KGHF 14 years ago, and have been on the air continuously ever since. In spite of unusually difficult problems, we have had thoroughly satisfactory results.

COLORADO SUPPLY is the retail division of the COLORADO FUEL & IRON CORPORATION. The operations of the company include coal mining to a distance of more than 100 miles from Pueblo, an iron mine in Wyoming, and steel mills in Pueblo. To serve the 10,000 employees of the company, retail outlets are maintained at a number of points.

Our radio activities have been directed to Pueblo where we operate a complete department store, including groceries, bakery, drug store, soda fountain, hardware, furniture and all dry goods lines. We also operate two gasoline stations and a garage.

One of our chief problems is that of *location*. Our store is located near the entrance to the mills, several blocks from a suburban business section, and it is a mile and a half from downtown. Since the mill employees live all over the city, and have full freedom to buy where they please, we must be aggressive at all times. Much of our business comes from people who are not mill employees, and we strive to hold and increase this business.

Bringing people to COLORADO SUPPLY when they are nearer other business sections is a strong test of any medium, and radio has measured up to every test we have made. Here is the story of how we have made radio an invaluable part of our advertising campaign.

One of the most important factors is the selection of the right *time*. We have found that the housewife is in the mood to listen to the radio around 10:00 A.M. Children are off to school, breakfast dishes are out of the way, and she hasn't yet started to prepare lunch.

Of course the selection of the *right program* is as important as the *right time*. Since the listener is going to tune-in only those programs which seem important to that individual, it is up to the sponsor to make his program important. A program that interests the average person is the first essential. What interests the average person?

Music is one of the entertainment elements with widespread appeal. Serials also offer entertainment value. Too, the average housewife listens to news, and whether she likes them or not, she gets spot announcements between programs. We have tried stories,

# With News

● To serve 10,000 employees, COLORADO FUEL & IRON maintains various retail outlets. Shown below are its department store, garage and gasoline station.

## Business Coming Its Way Colorado Supply Division

serials, music and news. There was a time when music was the listener's favorite form of entertainment. Then serials stepped to the front. Now, news programs are reaching new peaks, and we are currently sponsoring *Baukage*, over the BLUE NETWORK, five times a week at 11:00 A.M. That sponsorship which began the first day *Baukage* was available for local sponsorship, is, we believe, the most successful program to date. The moral is this: continuous checks on the listening public by telephone, letter or card, is the best way to determine what is interesting to the public at a given time.

*Coordination* with other programs on the air is another important factor. If there is an important program over another network at the same time, your program must be just as strong. Better yet, check the competition and see to it that your program stands out just a little more than the one at the same time on the other station.

In addition to our newscasts, we use 36 spot announcements a week. All of them are short, and it is seldom that they are over 40 words. Some spot announcements the housewife listens to; others merely indicate a passing of time between programs. We have found that short announcements hold attention, and get better results than longer ones.

During December, we add a number of children's programs to our regular schedule, since we carry a large stock of toys. Advertising in this department is confined entirely to radio, and we have a complete turn-over each season. Usually

*(Continued on page 51)*



# Selling Sight Straight

Sell Personal Services in a Personal Way Writes Morton  
Obstfeld, General Manager of Service Optical, Des Moines

**I**NTELLIGENT salesmanship, that is, the knowledge of what a business has to offer, what it is worth, and what it will produce for each dollar of the advertiser's budget, is a requisite today, and will be even more so in the future. At SERVICE OPTICAL, Des Moines, Ia., we put this credo into effect when we took on sponsorship of two spot announcements a day, six days a week over KSO. SERVICE OPTICAL had specific reasons for using radio time in the promotion of its business interests.

Radio alone uses spoken salesmanship, and radio alone carries the impact, the inflections, warmth and convictions of the human voice. And we have a strong conviction that those businesses which offer the public personal services should be advertised in a personal, direct way. While that one factor justifies our use of radio time, there are others almost equally important. Surveys point out that 17 out of every 20 radio families listen sometime during each day, with the amount of listening greatest in medium sized communities. Certainly, Des Moines is just such a center. Coupled with this is the fact that people with poor vision spare themselves any unnecessary reading, and listening to the radio is more pleasant to them than the strain of reading newsprint. Radio is the only advertising medium which places no eye strain on the customer, and that makes it a logical advertising medium for people in our business.

Too, since radio is the greatest common denominator in American life, engaging simultaneously as it does, more than half of all radio families in American cities, its appeal is such as to make little difference in economic status between listeners. Since good vision is important to everyone, regardless of economic status, there is logical tie-up.

Of course, almost as important as how many listeners, is the question of what kind of listeners. With the farm income up, our listeners are those with money to spend. In much radio advertising directed at the rural market, the emphasis has been almost entirely on the work front. That work front is still important, but today the market for family products has dollar value at least as great as that of the vocational goods market.

Our use of radio began when we moved to new and larger quarters in the Style Mart Building a little more than a year ago. There was a need for an effective advertising campaign that would bring us the increased business we were in position to handle. Because we felt that radio would do that job for us, we used five announcements per day during our opening week. Needless to state, we had a splendid response; it was by far the biggest week we had experienced in the year in which we had been in business in Des Moines. That's why we say that it pays to advertise personal services in the personalized way that is radio's.

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## NO SALES BLUES

(Continued from page 49)

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we have a *Santa Claus* program. St. Nicholas himself talks to the children, tells them about the toys, and we use the sounds of the actual toys for background. Also, for the Christmas season, we redouble our spot announcement schedule. For the past several years we have sponsored Dicken's *Christmas Carol* at night for the entire family, and for this show we use only institutional copy for its good will value.

In our treatment of commercial copy, we take about one and a half minutes in the fifteen, for our sales message featuring price and quality. One day we feature the dry goods department, the next day we build drugs, ladies' ready to wear, or men's wear, through the entire store.

Our 14 years on the air have taught us that the average listener likes announcements in words he understands, and that he prefers them short and to the point. In the preparation of continuity, copy in the third person is the most effective, and it must be written so that the announcer can give your copy the meaning you intend it to have. Price in many instances must stand out, and in every case, there should be a clear description of the item advertised.

Spots are one of the hardest announcements to write continuity for, but we have found that properly handled, spot announcements are an ideal method for promoting specific items of merchandise. Because they put your message over before the listener can turn the dial, this type of radio broadcasting has become one of our main advertising features.

There is no room for doubt on our part as to the effectiveness of radio advertising for department stores. It is true, that radio, as any other medium, must be studied. It cannot be treated as a step-child if proper results are to be attained. Proper times must be used, and above all, consistency is necessary. It has pulled for us, and given the attention and support it deserves, it will pull for others.

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## ACE UP DRUG'S SLEEVE

(Continued from page 47)

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advertisement to publicize its radio programs.

With this combination of a huge listening audience plus today's most popular type of radio program, we were confronted with the important job of merchandising this advertising. We were sure that CUNNINGHAM's values broadcast so extensively would produce results. But, equally important to us, was to formulate a well rounded plan that would present our commercial announcements on each *News Ace* broadcast in a news-worthy manner. To do this, we decided to feature a *Cunningham News Ace Giant Special* each day, each item being a bargain that would make news itself.

However, merchandising CUNNINGHAM's *Giant Specials* does not cease with the actual broadcasts. These *Specials* are effectively dramatized in every one of the 100 CUNNINGHAM's Drug Stores throughout Michigan with window displays and inside *News Ace* counter displays. Every store receives a weekly bulletin advising which items are being featured on the *News Ace* with instructions as to what cooperation must be received from the stores in tying up with these *News Ace* advertised products. Our newspaper advertising also identifies CUNNINGHAM's as the source of the *News Ace* and carries the continuous message to *tune in*. In this connection, many CUNNINGHAM's *News Ace* broadcasts have been devoted to building more good will for individual departments, such as prescription, photo finishing, or CUNNINGHAM's *Own Ice Cream*, without specifically mentioning prices.

All retail establishments are not in a position to sponsor radio programs on such a widespread scope. But I am convinced that any retailer can effectively use broadcasting provided the right type of program is selected and the proper selling approach is used, whether it be in the form of merchandise copy or institutional advertising.



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# SPECIAL PROMOTION

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Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

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## Finance

**ALLEN COUNTY SPELLING BEE** For twelve long years, the *Allen County Spelling Bee* has been the big event of the scholastic year for grade school children. When the annual announcement regarding the *Spelling Bee* is given out by FORT WAYNE NATIONAL BANK, instantaneous is the response. Almost all schools in Allen County participate. Winners receive War Bonds and medals. To the grand champion-of-champions goes a traveling placque designed to accommodate the names of winners for the next 53 years.

Each *Allen County Spelling Bee* series runs approximately 11 weeks with contestants selected from the city schools. Through elimination, city champion, county champion and grand champion are finally determined. Bank president Wendell C. Laycock tosses out the first word to the first contestant in the fight-to-the-finish WGL spelling bee.

**AIR FAX:** *First Broadcast:* 1931.

*Broadcast Schedule:* Wednesday and Saturday, 7:15-8:00 P.M.

*Preceded By:* Candlelight Time.

*Followed By:* News.

*Sponsor:* Fort Wayne National Bank.

*Station:* WGL, Fort Wayne, Ind.

*Power:* 250 watts.

*Population:* 117,246.

**COMMENT:** Competition is a powerful lever for creating interest and enthusiasm among the small-fry. When an event such as this one becomes an annual competition, interest carries over from year-to-year. Thus, *consistency* becomes a factor even on a *yearly* schedule.

## Home Furnishings

**MAZOR GRAND OPENING** Like a golden wedding anniversary, other such important landmarks in man's life, a grand reopening of a long established place of business after tremendous remodeling, becomes a matter of public interest. When friends of the MAZOR FURNITURE Co., Washington, D. C., gathered to *oh! and ah!* at its spic-&-span new dress, MAZOR FURNITURE took to the WOL airwaves for a one-time broadcast.

With MAZOR regularly sponsoring, in Washington, the commentaries of Fulton Lewis, Jr., newcaster Lewis was, naturally, invited as guest-of-honor, ad-libbed for the 15-minute "duration." Aired was a description of the new store, and interviews with special guests. Frank Blair assisted newsmen Lewis in the play-by-play descriptions.

**AIR FAX:** Celebrity interviews added spice to sponsor's dish.

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

*Preceded By:* Cal Tinney.

*Followed By:* Magic Dollars.

*Sponsor:* Mazor Furniture Co.

*Station:* WOL, Washington, D. C.

*Power:* 1,000 watts.

*Population:* 521,886.

*Agency:* Kronstadt Adv.

**COMMENT:** While grand openings are always of interest to local citizenry, sponsor here wisely tied-in its regular featured radio commentator with its one-time shot, created additional interest in its special air show. Although many such programs are daytime offerings, sponsors achieve an all-family listening group through the use of night radio time.





# YOURS FOR THE ASKING

Address: Radio Showmanship Magazine, 1004 Marquette,  
Minneapolis, Minn. Please enclose 10 cents in stamps for  
each script to cover the cost of mailing and handling.

## SAMPLE SCRIPTS AVAILABLE

**Automobiles**—Mr. Yes and No. (Sept., '40, p. 32).  
**Automobiles (Used)**—Heartbeats in Sport Headlines (Apr., '42, p. 140).  
**Auto Supplies**—Jack, the Tire Expert (May, '41, p. 135).  
**Bakeries**—Musical Arithmetic (Feb., '41, p. 72).  
**Bakeries**—Southern Plantation (Sept., '41, p. 289).  
**Beverages**—Pigskin Prevue (Ju., '41, p. 222).  
**Building Materials**—Homers at Home (Feb., '41, p. 58).  
**Chambers of Commerce**—Clifton on the Air (Jan., '42, p. 19).  
**Chiropractic**—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).  
**Civic Agencies**—Americans All (Nov., '42, p. 395).  
**Dairy Products**—Junior Town (Dec., '41, p. 136).  
**Dairy Products**—Kiddie Quiz (Ju., '41, p. 214).  
**Dairy Products**—Young American's Club (Nov., '40, p. 110).  
**Dairy Products**—Wealth on Wheels (Nov., '41, p. 361).  
**Dairy Products**—Book Exchange (Mar., '42, p. 96).  
**Department Stores**—Hardytime (Sept., '40, p. 35).  
**Department Stores**—The Pollard Program (Aug., '41, p. 238).  
**Department Stores**—Woman's Hour (June, '41, p. 178).  
**Department Stores**—Down Santa Claus Lane (Oct., '41, p. 326).  
**Department Stores**—Billie the Brownie (Oct., '41, p. 318).  
**Department Stores**—The Waker-Uppers (Dec., '41, p. 379).  
**Department Stores**—Chimney Express (Oct., '42, p. 336).  
**Department Stores**—B & M Messenger (Dec., '42, p. 412).  
**Dry Goods**—Patterns in Melody (Dec., '42, p. 423).  
**Drug Stores**—Five Years Ago Today (Dec., '40, p. 146).  
**Farm Supplies**—Feed Lot Question Box (Nov., '41, p. 359).  
**Farm Supplies**—Our City Cousins (Aug., '42, p. 277).  
**Finance**—Jumping Frog Jubilee (Aug., '41, p. 253).  
**Finance**—Saga of Savannah (June, '41, p. 187).  
**Finance**—Something to Think About (Aug., '41, p. 245).  
**Finance**—Spelling for Defense (Mar., '42, p. 97).  
**Finance**—We Hold These Truths (Feb., '43, p. 59).  
**Flowers**—An Orchid to You (Sept., '40, p. 35).  
**Fuel**—Smoke Rings (Dec., '40, p. 126).  
**Furs**—Cocktail Hour (Aug., '41, p. 258).  
**Furs**—Hello Gorgeous (Jan., '42, p. 32).  
**Gasoline**—Home Town Editor (Oct., '40, pp. 73, 74).  
**Gasoline**—PDQ Quiz Court (Dec., '40, p. 134).  
**Gasoline**—Your Safety Scout (Apr., '42, p. 130).  
**Gasoline**—Dunkel Football Forecast (Ju., '42, p. 247).  
**Groceries**—Food Stamp Quiz (Sept., '40, p. 33).  
**Groceries**—Matrimonial Market Basket (Dec., '40, p. 154).  
**Groceries**—Mystery Melody (Sept., '41, p. 290).  
**Groceries**—Mystree Tunes (June, '41, p. 163).  
**Groceries (Wholesale)**—Hoxie Fruit Reporter (Jan., '41, p. 34).  
**Groceries (Wholesale)**—Market Melodies (Oct., '40, pp. 73, 74).  
**Groceries (Wholesale)**—Women's Newsreel of the Air (Oct., '40, p. 63).  
**Groceries (Wholesale)**—Kitchen of the Air (Jan., '42, p. 25).

**Groceries (Wholesale)**—Golden Light Money Man (Apr., '42, p. 133).  
**Hardware Stores**—Dr. Fixit (Nov., '41, p. 360).  
**Home Furnishings**—Funny Money Man (Feb., '43, p. 62).  
**Jewelers**—The Man Behind the Music (May, '42, p. 157).  
**Laundries**—Rock-a-bye Lady (Feb., '41, p. 47).  
**Laundries**—Lucky Listeners (Feb., '43, p. 44).  
**Manufacturers**—Army-Navy "E" Award (Nov., '42, p. 389).  
**Manufacturers**—Keep 'Em Living (Feb., '43, p. 60).  
**Men's Wear**—Hats Off (June, '41, pp. 178, 183).  
**Men's Wear**—Press Box Quarterback (Ju., '42, p. 246).  
**Music Stores**—Kiddies' Revue (Oct., '41, p. 306).  
**Newspapers**—Do You Know the News (Apr., '42, p. 131).  
**Optometry**—Good Morning, Neighbors (Jan., '41, p. 35).  
**Participating**—Cues for Christmas (Oct., '42, p. 348).  
**Public Utilities**—Light on the West (Nov., '42, p. 390).  
**Shoes**—Campus Reporters (Aug., '41, p. 251).  
**Shoes**—Mr. Fixer (June, '41, p. 148).  
**Shoes**—Tick-Tock Story Time (June, '42, p. 207).  
**Sporting Goods**—Alley Dust (June, '41, p. 177).  
**Sustaining**—Calling All Camps (Oct., '41, p. 310).  
**Taxi Cabs**—California Story Teller (Apr., '42, p. 132).  
**Women's Wear**—Melodies and Fashions (Nov., '40, p. 112).

## SAMPLE TRANSCRIPTIONS

Adventures with Admiral Byrd (June, '42, p. 212).  
Ann of the Airlines (June, '42, p. 212).  
Betty and Bob (Oct., '40, p. 53).  
Captains of Industry (Sept., '41, p. 284).  
Cinnamon Bear (Oct., '41, p. 315).  
Dearest Mother (Nov., '41, p. 354).  
Doctors Courageous (Ju., '42, p. 230).  
Dr. Mac (Aug., '42, p. 276).  
The Enemy Within (Jan., '41, p. 18).  
Eye-Witness News (Dec., '42, pp. 410, 428).  
Five Minute Mysteries (May, '42, p. 170).  
Flying for Freedom (Aug., '42, p. 278).  
Forbidden Diary (May, '42, p. 173).  
Fun With Music (June, '41, p. 162).  
Getting the Most Out of Life Today (Ju., '41, p. 196).  
I Am An American (Feb., '42, p. 64; June, '42, p. 187).  
Imperial Leader (May, '42, p. 175).  
In His Steps (Aug., '42, p. 272).  
Let's Take a Look in Your Mirror (June, '42, p. 204).  
Little by Little House (May, '41, p. 128).  
Mama Bloom's Brood (Aug., '41, p. 248).  
The Name You Will Remember (Feb., '43, p. 60).  
One for the Book (June, '42, p. 213).  
Radio Theatre of Famous Classics (Apr., '42, p. 135).  
Santa's Magic Christmas Tree (Oct., '42, p. 344).  
Songs of Cheer and Comfort (June, '42, p. 213).  
Sonny Tabor (May, '41, p. 140).  
Sons of Freedom (Jan., '43, p. 33).  
Sunday Players (Dec., '41, p. 388).  
Stella Unger (Feb., '41, p. 56).  
Streamlined Fairy Tales (Mar.-Apr., '41, p. 90; June, '42, p. 186; Oct., '42, p. 344; Dec., '42, p. 425).  
This is America (June, '42, p. 211).  
This Thing Called Love (May, '42, p. 155).  
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).  
True Detective Mysteries (Dec., '42, p. 419).  
Twilight Tales (Dec., '41, p. 382).  
Voices of Yesterday (Mar., '42, p. 88).  
Who's News (Feb., '42, p. 64).

# just add an announcer

Circumstances today make urgent the need for radio programs that are easy and thrifty to handle.

United Press radio news features meet that need. There are sixteen of them—all delivered ready for broadcast. All you need do is add an announcer—and serve.

As for sponsorship—here's what stations themselves report:

#### DAILY CHUCKLES

"Sponsored 5 nights a week."  
—WROK, Rockford

#### DESIGN FOR WARTIME I

"One of the best features of the time."  
—KMYR, Denver

#### HIGHLIGHTS OF WEEK'S

"Sponsored since well known and well subscribed to U. P."  
—WTJS, Jackson

#### IN MOVIELAND

"Sponsored 6 nights a week for the past year."  
—WSJS, Winston-Salem

#### IN THE WOMAN'S WORLD

"Compliments from the sponsor and his customers."  
—WJPR, Greenville

#### ON THE FARM FRONT

"Sponsor has renewed."  
—KIDO, Boise

#### SPEAKING OF SPORTS

"Sponsor's sales in ten weeks up 60 per cent."  
—WICA, Ashtabula

#### TIME OUT

"Human interest feature of the week."  
—WGKV, Charleston

# ...and serve



**Y'S AMERICAN HERO**  
specially good. Sold as separate program."

—WCFL, Chicago, Ill.

**Y'S WAR COMMENTARY**  
proved a money-maker sponsor."

—KWIL, Albany, Ore.

**OVER THE BATTLEFRONTS**  
excellent feature—on regular schedule."

—KPMC, Bakersfield, Calif.

**END BUSINESS REVIEW**  
contract renewed for entire period. Many comments."

—WKH-KTBS, Shreveport, La.

**EN IN THE NEWS**  
sponsor noticed results immediately in sales to new members."

—WDAN, Danville, Ill.

**D AT WAR**  
y, very good."

—WWL, New Orleans, La.

**D IN BRIEF**  
-proof. Basis for important commercial broadcast."

—WBZ, Boston, Mass.

**FOOTBALL PROPHET**  
ignored for entire season."

—WDLP, Panama City, Fla.

# United Press



● Above . . . Continuity writer Naomi Duff Smith (left), and Nancy Chiodi, (right), are interviewed by emcee Ray Baker on the WITH *Keep 'Em Living* program. (For story, see *Airing the New*, p. 60).



● Above . . . Out to puncture Adam's ego are the feminine quizztestants on this WCED weekly battle of the sexes. (For story, see *Airing the New*, p. 58).



## SHOWMANSCOOPS

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

# BUY U.S. WAR BONDS and STAMPS HERE



● Above . . . Under Treasury Department appointment, KSD sells War Bonds and Stamps daily at a special booth in the Post-Dispatch building. Shown here are Thomas N. Dysart, president of the St. Louis Chamber of Commerce; Mayor Wm. Dee Becker; Chester C. Davis, president of the Federal Reserve Banks of St. Louis, Mo., and George M. Burbach, KSD General Manager.



● Center . . . Amiable Jimmy Jefferies and Uncle Nikkodemus count off the thousands of hours the *Early Birds* have been heard since the first broadcast on March 30, 1942. (For story, see *Proof O' the Pudding*, p. 69).



● Right . . . Heard for OLD BRU beer, *Funny Money Man*, alias Bob Longwell, drew 2,942 letters on WCAR, Pontiac, Mich., in his first two weeks. Club member response to request for *Funny* items: 100 per cent! (For another story on this syndicated script show, see *Airing the New*, p. 59).



# AIRING THE NEW

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

## Department Store

**PERSONAL SHOPPER** With gas rationing putting the squeeze on the family jalopy, quick trips to town are out for the duration. But if the housewife doesn't do her own shopping, who will? In Boise, Idaho, the answer is Kathryn Kane, personal shopper for FALK'S DEPARTMENT STORE.

KIDO listeners send descriptions and specifications, mail order with check for purchase, or use their charge accounts. Time, money and effort-saver Kathryn Kane selects the purchase, gets it out in the next mail.

Highlighted in the daily five minute show are specific merchandise items. While FALK's formerly used a newspaper column to plug mail orders, the switch to radio was designed to stress the personal shopping angle as a service to out-of-towners.

**AIR FAX:** Versatility is the name for Kathryn Kane who does her own script, presents it five times a week in a breezy, personal style. *First Broadcast:* November 30, 1942.

*Broadcast Schedule:* 11:50-11:55 A.M. Monday through Friday.

*Preceded By:* Women in the News.

*Followed By:* Music.

*Sponsor:* Falk's Department Store.

*Station:* KIDO, Boise, Idaho.

*Power:* 2,500 (d).

*Population:* 160,000.

**COMMENT:** Particularly in communities serving a large suburban area programs of this kind are certain to perform

a valuable service for listeners, help maintain volume business for advertisers. While shows of this kind are only now being bowed in, they are guide posts along the way that many sponsors will follow in the future.

## Dry Cleaners

ADAM AND EVE CLUB

*"Good morning Madam,"  
To Eve said Adam.  
"Good morning, sir,"  
To him said her.*

While the *Adam and Eve Club* meetings are held not in the morning but in the evening, the starting point for the weekly WCED quiz program is as polite as the above tongue-twister. From that point on, it's a battle of the sexes, with Eve out to puncture Adam's ego, and *vice versa*.

Two teams, with five men on one side, five women on the other, face a barrage of 30 questions in the 30 minute show. *Question-a-minute* winners return the following week to meet a new team of the opposite sex, face another three-round battle to the finish.

Contestants are representatives of various business establishments in Dubois, Pa., and vicinity. Listener-sent-in questions stack up to an average of 100 per broadcast.

Participating sponsors report sales increases of from 15 to 20 per cent, include BUDDY CLOTHES, men's and boys' clothing store; PARIS CLEANERS, and HARBRIDGE FURNITURE STORE.

**AIR FAX:** One announcer keeps the wheels rolling.

*First Broadcast:* March 12, 1942.

*Broadcast Schedule:* Thursday, 9:05-9:35

P.M.

*Preceded By:* News.

*Followed By:* Music.

*Sponsor:* Buddy Clothes; Paris Cleaners; Harbridge Furniture.

*Station:* WCED, Dubois, Pa.

*Power:* 250 watts.

*Population:* 24,149

**COMMENT:** Quiz programs still enjoy their tremendous popularity, give no evidence of slipping from the top of the

ladder. Angle here creates an added element of excitement which is almost certain to stimulate additional listener interest. (For pic, see *Showmanscoops*, p. 56).



## Finance

**VICTORY HOUR**  
With men and women everywhere, the drive that keeps

them at the assembly line, keeps faith and hope alive, keeps the wheels of civilian life turning, is the drive toward the *Victory Hour*. Keeping that torch burning brightly for KGBS listeners in Harlingen, Tex., are four participating sponsors in a full-hour weekly show. Each sponsor presents one quarter-hour as his own, using only institutional copy.

With fast-moving band music patriotic in nature, *America Marches On* in the opening fifteen minutes for the FOOD MACHINERY CORPORATION. Continuity adaptation: "*America Marches On to Victory, because its soldiers are well fed. Take your agricultural products for processing to a firm using the FLAVOR-SEAL process.*" Script is from the ASSOCIATED LIBRARY.

While the FIRST NATIONAL BANK bankrolls the 15-minute *Treasury Star Parade* portion of *Victory Hour*, copy stresses the fact that the program is presented by, not sponsored by, FIRST NATIONAL. As *Victory Hour* goes into its third quarter-hour, BOSWELL-FOX MOTOR CO. ushers in *We Hold These Truths*, a BMI script. Truth to which BOSWELL-FOX holds: *sponsor cannot sell everyone now, but time will come when FORD MOTOR cars will again be available to everyone.*

Last quarter-hour of the Sunday offering is an Army and Navy recruiting platter presented for VALLEY BAKING CO. Listeners are asked to remember that bread was the *staff of life* which gave American soldiers and sailors the stamina of fighting men.

AIR FAX: *First Broadcast:* November 8, 1942.  
*Broadcast Schedule:* Sunday, 4:00-5:00 P.M.  
*Preceded By:* Boys Town.  
*Followed By:* News.

*Sponsor:* Boswell-Fox Motor Co.; First National Bank; Food Machinery Corp.; Valley Baking Co.  
*Station:* KGBS, Harlingen, Tex.  
*Power:* 250 watts.  
*Population:* 13,306.

COMMENT: Here is a full-hour program long enough to make a big splash in the pool of listener's interest which is at the same time well within the budget of almost any advertiser. Such programs carry the sponsor's advertising message in the most effective way possible, help business march toward new peaks at the *Victory Hour*.

## Drug Products

NEWS AT HOME While war news has taken first ribbons for popularity, not abandoned is civilian interest in *News at Home*. In Tulsa, Okla., KTUL listeners get a twice-a-day shot at news highlights in city, county and state. Except when it directly affects personalities or businesses in the area, the war is out.

One hundred per cent behind veteran newscaster Glenn Condon are the daily and weekly Oklahoma newspaper editors. When newsman Condon first started this series, he set up an exchange desk similar to newspaper exchange desks. To the desk comes copies of all state newspapers from which he frequently quotes, giving full credit.

Special promotion for GROVES QUININE and VITAMINS, sponsor of the 8:00 A.M. news digest, and for VICKS VAPORUB and VATRONOL, angel for the 4:00 P.M. shift: life size blow-ups of newscaster Condon in hotel lobbies and drug store window displays; full size blow-ups on 24-sheet bill boards; envelope stuffers and letters to the trade, and courtesy air plugs.

AIR FAX: Voted one of the southwest's foremost newscasters, editor Condon has been managing editor of the *Tulsa World*; sports editor for the *Tulsa Tribune*, city editor of the *Tulsa Tribune*, and is now United Press Bureau operator for the eastern half of Oklahoma.

*First Broadcast:* January 1, 1939.

*Broadcast Schedule:* 8:00-8:15 A.M.; 4:00-4:15 P.M.

*Sponsor:* Groves Quinine and Vitamins; Vicks Vaporub and Vatronol.

*Station:* KTUL, Tulsa, Okla.

*Power:* 5,000 watts.

*Population:* 147,961.

*Agency:* Russell M. Seeds, for Groves; Morse International for Vicks.

COMMENT: An established newscaster with a loyal following of listeners is one of the first essentials in successful news sponsorship. Through announcer build-ups, the sponsor is able to associate his product with the established personality, thus draw the fan's loyalty to his business.

## Laundries

**THE NAME YOU WILL REMEMBER**  
People are the most interesting subject in the world. Today, more than ever, everyone wants to know about persons who make news, shape history, get things done. To make the **GLOBE LAUNDRY**, *The Name You Will Remember*, ad-manager B. H. Ellis took to the CHNS air waves with the transcribed feature featuring the world's No. 1 subject: namely, people!

While **GLOBE LAUNDRY**, launderer and dry cleaners, is not seeking new business, it is using the five-minute series to encourage the public to cooperate on new pick-up and delivery schedules set up by the **WARTIME PRICES AND TRADE BOARD**. Additional duty chalked up to the show: to keep sponsor's name before listeners in Halifax, N. S.

**AIR FAX:** Personality sketches ranging from Madame Chiang Kaishek to Arturo Toscanini are used in this series of 39 programs.

*First Broadcast:* November 9, 1942.

*Broadcast Schedule:* Monday, Wednesday, Friday, 6:25-6:30 P.M.

*Preceded By:* Music.

*Followed By:* War News.

*Sponsor:* Globe Laundry.

*Station:* CHNS, Halifax, N. S.

*Power:* 1,000 watts.

*Population:* 59,275.

*Producer:* NBC Radio-Recording Division.

COMMENT: High in the scale of listener interest are programs of this kind which humanize those in the limelight. Here is a spanking-new transcribed feature with a sure-fire tie-in for sponsor's name and business.

## Manufacturers

**KEEP 'EM LIVING** He's not just a stranger. Perhaps he's a boy you know.

Maybe he's the red-head that waited on you at the corner grocery store. Perhaps he delivered your evening newspaper. But you wouldn't know him on the hospital cot in the South Pacific. An instant blood transfusion is the only thing that will save him now.

With such a plea, industrial and retail firms in Baltimore, Md., go on the **WITH** airwaves each week-day in a dramatic appeal for blood donations. Featured on each broadcast is a two minute interview with merchant seamen from torpedoed ships, others with first hand experience in the war. Last half of the quarter-hour show is devoted to receiving telephone appointments from volunteers for blood donations.

Each day a new sponsor bankrolls the program dedicated to the interests of the **ARMY AND NAVY DONOR SERVICE** of the **AMERICAN RED CROSS**. While sponsors ranging from department stores to wholesale drug manufacturers are restricted to courtesy acknowledgments at program's beginning and end, there is a sponsor waiting list.

Listeners, too, respond to this S.O.S. plea: in six months no fewer than six appointments per shot. Top record: 69 group donors on one show. Results checked at the **BLOOD DONOR CENTER** during June and July when all newspaper publicity was suspended, showed an average weekly increase of 90 blood donors credited directly to the program. Report was limited to those who mentioned the program, with the desire to have their names announced over later programs. Total blood donations for the week ending June 29: 677. Record for week ending December 5: 1,352!

Listeners are invited to phone in during the broadcast to emcee Ray Baker. Names and addresses are taken, verbal arrangements for blood donations are made over the air.

**AIR FAX:** *First Broadcast:* June 1, 1942.

*Broadcast Schedule:* Monday through Saturday, 3:30-3:45 P.M.

*Sponsor:* Hutzler Bros. Co., Hynson, Westcott & Dunning, others.

*Station:* **WITH**, Baltimore, Md.

*Power:* 250 watts.

*Population:* 833,499.



COMMENT: Here is another type of wartime job for business. Advertisers with valuable trade names anxious to keep 'em living will find prestige programs of this kind in tune with the times. (For pic, see *Showmanscoops*, p. 56).

SAMPLE SCRIPT AVAILABLE.

## Men's Wear

**BADGE OF HONOR** Giving modern point to the ancient advice to "render unto Caesar that which is Caesar's," is the Wm. FARRAR & Co., LTD., Hamilton, Ont. In its 40 years as clothiers to the men of its community, it has outfitted two generations of local citizenry. Today, those same men are in mufti, their outfitter, the Canadian government. In *Badge of Honor*, FARRAR pays tribute to these same men and women of Canada's fighting forces.

Prepared by the Canadian Department of National Defense, the transcribed series heard on CKOC dramatizes the story behind the badges of Canada's finest fighting units, past and present.

To the principals of both public and secondary schools in Hamilton went letters calling attention to the historical content of the institutional building show. Generously used before the program began were announcements featuring excerpts from the discs. Also used were window display cards and newspaper ads.

**AIR FAX:** Special series was built for local broadcasting exclusively.

*First Broadcast:* September 27, 1942.

*Broadcast Schedule:* Sunday, 12:45-1:00 P.M.

*Preceded By:* News.

*Followed By:* Music.

*Sponsor:* Wm. Farrar & Co., Ltd.

*Station:* CKOC, Hamilton, Ont.

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

*Population:* 155,547.

*Producer:* Dept. of National Defense.

COMMENT: Sponsors who present morale building programs during times of stress earn badges of honor upon which no dollars and cents value may be put. That bigtime business continues to invest hundreds of thousands of dollars

each year in institutional advertising is one indication to the local sponsor that such a policy pays-out in the long run.

## Milling

**PRESIDENT'S NEWS CONFERENCE** Phenomena are not phenomenal in the Roosevelt administration, but even hard boiled newsmen took heart when F. D. R. first gave them the go-ahead to use his name in connection with press conferences. Earlier administrations had sometimes forbidden any reference to the White House as a source of copy, and more liberal ones had sanctioned only the use of such phrases as *White House Spokesman* as a shield behind which to hide.

Today the biggest news the country knows is apt to come from these self-same press conferences, and correspondents hot-foot it to the nearest telephone or telegraph offices to relay their copy. Not so, with Fulton Lewis, Jr., MUTUAL's ace analyst. Twice weekly he gives his listeners the low-down on the latest presidential utterances in *President's News Conference*. In Omaha, Nebr., the program is heard over KBON for MILLER'S CEREAL MILLS on a *till forbid* order.

General commercial copy is used, with special emphasis on retailer good will. Spot announcements, direct mail to retailers, newspaper and theatre advertising merchandise the show.

**AIR FAX:** *First Broadcast:* April 1, 1942.

*Broadcast Schedule:* Tuesday, 4:00-4:05 P.M.; Friday, 10:30-10:35 A.M.

*Preceded By:* Monday, Music; Friday, News.

*Followed By:* Monday, Scrapbook Pages; Friday, Yankee Houseparty.

*Sponsor:* Miller's Cereal Mills.

*Station:* KBON, Omaha, Nebr.

*Power:* 250 watts.

*Population:* 256,054.

*Agency:* Allan & Reynolds Agcy.

COMMENT: Significant is the tremendous popularity rise of news broadcasts. Surveys indicate that the public is as much interested in interpretation as it is in straight news reporting. Fitting right into this picture is a program of this kind.



# SHOWMANSHIP IN ACTION

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

## Home Furnishings

**FUNNY MONEY MAN** Because steel production must be maintained, patriotic citizens anxious to speed the war to victory are reminded that *Junk Ain't Junk No More*. From the AMERICAN INDUSTRIES SALVAGE COMMITTEE comes the reminder that every pound of scrap helps make two pounds of fighting equipment. Man, woman and child are being asked to get in the scrap.

While in run-of-the-mill broadcasts, *Funny Money Man* gives away real money for worthless items, his theme song for one entire week was that *Junk Ain't Junk No More*. His purchases throughout the week were pieces of scrap metal, with the AMERICAN INDUSTRIES SALVAGE COMMITTEE donating prize money. Grand finale: a special salvage purchase of a huge piece of scrap metal. Into the melting pot went old boilers, fire escapes and automobile fenders.

**AIR FAX:** Series heard over WWNY is sponsored by the Morrison Furniture store on a three-a-week *sked*. Listeners send in *Funny Money* club memberships to become eligible for cash-on-the-line awards for worthless items. Membership total 30 days after show was first aired: 860!

**First Broadcast:** February 23, 1942.

**Broadcast Schedule:** Monday, Wednesday, Friday, 8:15-8:45 A.M.

**Preceded By:** News of the World.

**Followed By:** Sun Dial.

**Sponsor:** Morrison Furniture Store.

**Station:** WWNY, Watertown, N. Y.

**Power:** 1,000 watts.

**Population:** 32,205.

**Producer:** Allen A. Funt.

**COMMENT:** That this may in time come to be known as *The War That Business Helped Win* is indicated by such

all-out gestures as the one here. Business has already won its spurs in its efforts to aid the war effort, and this fact will be remembered by a grateful public in the post-war period. (For pic, see *Showman-scoops*, p. 57).

## Beverages

**GRAB BAG** Everybody who reads pirate stories, or dreams of treasure-trove has heard of Spanish pieces-of-eight, the Spanish dollar from which the American dollar got its name. Called a piece-of-eight because it was worth eight *bits* or *reales*, the *bit*, was about equal in value to the English sixpence and interchangeable with it. Our phrases "two bits" (for a quarter), "four bits" (for a half dollar), etc., come from it.

A real treasure chest for WOL listeners who rake in the pieces-of-eight is the *Grab Bag*, aired for the GLOBE DISTRIBUTING Co., advertisers of ARROW BEER, Washington, D. C. Quizees selected from a studio audience answer listener-sent brain teasers, receive 40 pieces-of-eight for each correct answer. If a question is missed, the *Jack Pot* claims the five bucks.

**New twist:** Jack Pot treasure-trove goes to listeners who become eligible for the prize money by sending name and address on the back of a penny post card to the *Grab Bag* program. To the nest-egg built up through unanswered questions, ARROW BEER adds 25 smack-ers. At show's end, the total is given to the person whose penny post card is drawn from the *Grab Bag*. **Mail pull:** 500 cards a week for the weekly show!

**AIR FAX:** Participating members of the audience reach into the old fashioned grab bag in Bill Herson's quiz show.

**First Broadcast:** August 19, 1941.

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

**Preceded By:** What's My Name?

**Followed By:** Gabriel Heatter.

**Sponsor:** Globe Distributing Co.

**Station:** WOL, Washington, D. C.

**Power:** 1,000 watts.

**Population:** 521,886.

**Agency:** Katz Agency, Baltimore, Md.

**COMMENT:** While most quiz shows are streamlined to give studio audiences maximum rewards, prize money for

questions contributed has been the chief incentive offered for radio listeners. Here is a show that gives the come-on to both groups, keeps listener-interest at the boiling point through the show's last split second of time.

## Beverages

**BOWLING** When king-pin COCA COLA BOTTLING CO. put 15 minutes of running description of the fastest bowling league in Parkersburg, W. Va., on the WPAR air lane, sponsor's follow-through put real English on the COCA COLA sales ball. Every bowler who makes a strike receives an ice-cold bottle of COCA COLA. On-the-spot chatter with bowlers also net pin-setter sponsor enthusiastic plugs for COCA COLA. Simple as ABC are the results: program not only upped sales of sponsor's product, but also increased bowling fan attendance on Wednesday nights.

**AIR FAX:** During this quarter-hour stint, scores of other leagues are also given.

**Broadcast Schedule:** Wednesday, 8:30-8:45 P.M.

**Followed By:** Local Variety Show.

**Sponsor:** Parkersburg Coca Cola Bottling Co.

**Station:** WPAR, Parkersburg, W. Va.

**Power:** 250 watts.

**Population:** 31,000.

**COMMENT:** Always popular with sports fans are on-the-spot broadcasts. That this show also convinced listeners that sponsor's product *hit-the-spot* is indicated by increased sales. Sponsor's giveaway enabled him to get his sales message across with the minimum of listener resistance.

## Candies

**FURLOUGH FUN** Service men in training the country over find that centers for *Furlough Fun* are the USO headquarters set up to provide fun and frolic for the fighting men. Adding to the fun in Milwaukee, Wis., THE ROBERT A. JOHNSTON Co., candy, cookies and cracker manufacturer, stages a free-for-all at USO headquarters each Sunday afternoon.

An interview type of show restricted to servicemen, *Furlough Fun* packs its big wallop in its *Call the Folks Back*

*Home* angle. Numbers pulled from a hat previous to the broadcast determine the half-dozen who go on the show each week. Each is interviewed by WTMJ's Johnnie Olson, then gets a free long distance telephone chat with his nearest-of-kin. Orchid winning angle cooked up by THE ROBERT A. JOHNSTON Co.: a portion of the conversation goes out over the airwaves, but each service man is allowed to retire to a secluded corner to continue chinning with the homefolks out of range of the mike. Each interviewee gets a sample package of JOHNSTON cookies to satisfy his sweet tooth.

Brief commercials read by Don Stanley are given over to JOHNSTON cookies. Show is pointed up with dealer posters.

**AIR FAX:** Series was set up for a 13 week run.

**First Broadcast:** September 13, 1942.

**Broadcast Schedule:** Sunday, 5:00-5:30 P.M.

**Preceded By:** NBC Symphony.

**Followed By:** Pate Civic Concert.

**Sponsor:** Robert A. Johnston Co.

**Station:** WTMJ, Milwaukee, Wis.

**Power:** 5,000 watts.

**Population:** 680,434.

**Agency:** Klau-Van Pietersen-Dunlap Associates.

**COMMENT:** While a show of this kind has a simple format, it is one that will have wide listener appeal because of its human interest angle. At the same time, the sponsor has a chance to build a loyal following for his products among the service men themselves, as well as with the radio public.

## Drug Stores

**PUBLIC OPINION** Do newly-weds generally resent advice from their parents? Should the size of newspapers be reduced as a wartime measure? Customers of the INDEPENDENT DRUGGISTS ALLIANCE each week get ballots from I. D. A. outlets on which to check *yes* or *no* answers to ten questions, mail them to CKCL, Toronto, Can. *Public Opinion* determines the answers on which the radio program heard over CKCL, Toronto, CKOC, Hamilton, and CKTB, St. Catharines, is based.

Contestants are selected from studio audiences at the weekly broadcasts, and

must answer questions on which the *Public Opinion* vote was tabulated. When contestant's answer agrees with *Public Opinion*, based on majority vote, the prize is two simoleons for each correct answer. A miss adds the prize money to possible winnings for next contestant.



On each program, I. D. A. DRUG STORES put up \$75 prize money for the listening audience, to which is added all prize money not won on the preceding program. Ten ballots are drawn from all received during the week, one ballot for each of the ten questions. If the answer of the ballot drawn agrees with the vote of the public on the question for which it was drawn, the sender of the ballot receives a share of the prize money. If the ballot has a red, white and blue I. D. A. guarantee sticker attached, prize is tripled. If the answer on the ballot disagrees with *Public Opinion*, the prize money is carried over to the next week.

Studio audience is given colored numbered stubs on admission to the studio; light color for women, dark for men. Five minutes before show time, draws are made, ten names selected to be quizzed during the program. Each is asked one of the ten questions listed on the *Public Opinion* ballot for the week. *Public Opinion* ballots received by mail are placed in a drum, and each contestant makes one draw to determine possible listener winners. Hook for the 270 INDEPENDENT DRUGGISTS: ballots, with shows originating from each of the three stations to increase local interest; store displays, and courtesy announcements. One origination in CKOC's studio, Hamilton, drew 315 people.

AIR FAX: First Broadcast: October 14, 1942.  
 Broadcast Schedule: Wednesday, 8:00-8:30 P.M.  
 Preceded By: The Lone Ranger.  
 Followed By: Labour Forum.  
 Sponsor: Independent Druggists Alliance.  
 Station: CKOC, Hamilton, Ont.  
 Power: 1,000 (d).  
 Population: 155,547.  
 Agency: A. McKim, Ltd., Toronto.

COMMENT: Hook for store traffic is the ballot distribution only through sponsor's outlets. With programs originating from each of several stations, local interest is heightened, and each of the outlets gets its full share of credit and glory.

## Meats

RHYTHM AND RHYME From Herb Hayworth's patter to the housewife's platter is the story of *Rhythm and Rhyme* aired over WGL, Fort Wayne, Ind., for the PARROT PACKING Co. Hook: listeners are invited to write comments on the sponsor's program. Gag: if WGL poet-laureate Hayworth cannot take the cards cold, work up a four-line poem using the listener's name in connection with the comment on PARROT products within 60 seconds, listener gets a pound of bacon. Take is reduced to a half-pound if quick-on-the-trigger Hayworth comes through. Proof that the show is also bringing home the bacon for PARROT PACKING: in some cases, show has accounted for two-thirds of the total WGL mail pull.

AIR FAX: Program is made up of songs and patter on the part of Norm Carroll and Herb Hayworth, with Carroll at the piano.  
 First Broadcast: March 16, 1942.  
 Broadcast Schedule: Monday, Wednesday, Friday, 12:15-12:30 P.M.  
 Preceded By: Baukage Talking.  
 Followed By: Sustaining network.  
 Sponsor: Parrot Packing Co.  
 Station: WGL, Fort Wayne, Ind.  
 Power: 250 watts.  
 Population: 117,246.

COMMENT: That a show with a heavy commercial flavor can also provide excellent entertainment is indicated by the mail pull of this program. While much of the success of this series rests upon the quickness of the announcer, it does work out into a pleasant, painless 15 minutes of commercial.

# WHAT THE PROGRAM DID FOR ME

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



## Drugs

**KING'S KIDDIE KLUB** "My father and I had been doing business at **CULLEY'S DRUG STORE**, Greenville, Miss., for many years, but recently we sold that store and name. Later we decided to open up at a new location and under a new name.

"Our new store is favorably located, but we knew we needed to put across both our new name and the idea that we sell quality merchandise and drugs at prices as low or lower than our competitors.

"Therefore, we turned to radio. We chose **WJPR's** featured morning news quarter-hour, at 7:30 A.M. six days a week. Along with these **UNITED PRESS** news dispatches we use brief, dignified messages on *why* and *what* to buy at the **KING DRUG STORE**.

"About four months ago we also began sponsorship of *King's Kiddie Klub*, broadcast Saturday morning from 10:30 to 11:00 from the stage of the **LAKE THEATRE**. Although young, our *Kiddie Klub* shows definite promise of being a very beneficial medium of institutional advertising.



"You can see that we are going all out for radio, and we are reaping more sales per dollar than we have ever got from any other medium. With this start, we fully expect to climb ahead of practically all, if not all, our competitors. Radio,

single-handed, is carrying our advertising banner at present."

**C. E. CULLEY, JR.**  
*King Drug Store*  
*Greenville, Miss.*

**AIR FAX:** First Broadcast: Spring, 1942.

**Broadcast Schedule:** News, Monday through Saturday, 7:30-7:45 A.M.; *Kiddie Klub*, Saturday, 10:30-11:00 A.M.

**Sponsor:** King Drug Store.

**Station:** WJPR, Greenville, Miss.

**Power:** 250 watts.

**Population:** 20,000.

**COMMENT:** Almost a job for *Superman* is that of establishing a new firm in a competitive world. That radio did just that, single-handed and unaided, is further proof of the power that is radio's.

## Grocery Products

**P. D. Q. NEWS REPORTER** "Naturally we are pleased to learn that in renewing our daily program for the eighth consecutive year we are establishing a new world's record for continuous news broadcasting.

"It is always our very earnest desire to be of constructive service to our many loyal distributors, and in contacting hundreds of thousands of food buyers every day, we believe we are doing a very effective job of merchandising and selling for every dealer who stocks the **PHILLIPS DELICIOUS** line of 59 fine foods.

"Our steadily growing business throughout the entire area reached by **WFBR** is our best assurance that consumers and distributors are hearing more and more about **PHILLIPS DELICIOUS** products, and that their proven

quality and flavor encourage constantly increasing sales."

**ALBANUS PHILLIPS**  
*President*  
*Phillips Packing Co., Inc.*  
*Cambridge, Md.*

**AIR FAX:** Morning after morning for seven years, the familiar voice of WFBR's *P. D. Q. News Reporter* has carried the news to Baltimore breakfast-time listeners. Featured is ace WFBR news editor Irwin Elliot. Phil Barry puts the proper emphasis on the Phillips commercials.

*First Broadcast:* 1935.

*Broadcast Schedule:* Monday through Saturday, 8:15-8:30 A.M.

*Preceded By:* Morning in Maryland.

*Followed By:* Time to Shine.

*Sponsor:* Phillips Packing Co., Inc., Cambridge, Md.

*Station:* WFBR, Baltimore, Md.

*Power:* 5,000 watts.

*Population:* 833,499.

**COMMENT:** Creation and maintenance of satisfactory dealer outlets are one of the main problems for manufacturers and wholesalers in almost any business. PHILLIPS creates a demand for new outlets and promotes goodwill among those already established on one and the same program.

## Philanthropies

**GOODWILL DEVOTIONS** "We collect all types of discarded materials from the homes in and around St. Louis. We recondition these articles in our factory, giving work to crippled and handicapped people who have difficulty in finding employment in regular industries. We then sell these articles through our eight stores for a sufficient amount to pay the wages of these people. Articles that cannot be repaired are salvaged.

"Besides helping to save salvage materials and get the utmost consumer value out of things that would ordinarily be thrown away, we are helping a group of people that are very anxious to work and earn for themselves.

"Because of this desire to rebuild men and women, and because we believe that the only foundation upon which this can be done is religious, we open each day with a chapel service. Last June we observed our one thousandth consecutive radio program of *Goodwill Devotions*.

"About four times a year, special letters are sent to all the churches in the city asking the pastors to announce our program. The majority of the churches carry these announcements, many times with additional comments from the pastor who very likely has been on our program at some past time. We ask each pastor who is to be on our program to announce the Sunday previous that he will be on the program and invite his congregation to listen.

"The radio pages of the daily papers carry three or four articles a year on our program, centering them around anniversary dates, etc. From time to time we have enclosures telling of our radio program placed in all of our outgoing mail. Also, we have a paper that goes to our 79,000 contributors six times a year, and it always includes an announcement in regard to our program. We have telephone solicitors and field visitors, and they are instructed to remind people of this program whenever they have the opportunity."

**R. C. ADAIR**  
*Superintendent*  
*Goodwill Industries*  
*St. Louis, Mo.*

**AIR FAX:** Program opens with a hymn, and is followed by prayer. After another hymn by the Goodwill quartette, a scripture lesson is presented. Highlight of the program is a talk presented by an outstanding minister or layman. Over 500 ministers have already spoken.

*First Broadcast:* 1938.

*Broadcast Schedule:* Monday through Friday, 6:15-6:30 A.M.

*Preceded By:* Roundup.

*Followed By:* News.

*Sponsor:* Goodwill Industries.

*Station:* KXOK, St. Louis, Mo.

*Power:* 5,000 watts.

*Population:* 1,141,593.

**COMMENT:** When salvage material became an English war industry, much confusion resulted at the outset for lack of adequate organizations to handle the volume of business mothered by wartime urgencies. In this country, through such agencies as the GOODWILL INDUSTRIES, salvage supplies needed for the defense effort are handled with the minimum of confusion. Certainly radio has done an admirable public service in performing its part in promoting such worthwhile philanthropies.



## PROOF O' THE PUDDING

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

### Chiropractor

**THE WAR THIS WEEK** Weekly news magazines are one indication that people want more than day-by-day summaries of current news events. Especially in crucial times, the weekly picture becomes almost more important than 24-hour shifts in the tide of battle. Radio success with weekly summaries of the news is another indication that the public wants this type of reporting.

When DR. W. G. EDWARDS, CHIROPRACTOR, took to the air lanes over KOH, Reno, Nev., his choice was *The War This Week*. Morning after the show's year-and-a-half ago premiere, DR. EDWARDS had more business than he could shake a stick at. In his waiting room were 50 new patients, all traceable to the program!

No flash in the pan was that first experience. A year ago, DR. EDWARDS was forced to discontinue the program for a month. Reason: he had to move into larger quarters to handle his increased clientele. In January of this year he had to add another chiropractor to his staff to help him keep up with his appointments.

**AIR FAX:** Scriptor and announcer of the weekly quarter-hour is Merrill Inch.

**First Broadcast:** 1940.

**Broadcast Schedule:** Sunday, 5:00-5:15 P.M.

**Preceded By:** Fitch Bandwagon.

**Followed By:** Local transcription.

**Sponsor:** Dr. W. G. Edwards, Chiropractor.

**Station:** KOH, Reno, Nev.

**Power:** 1,000 watts.

**Population:** 18,529.

**COMMENT:** While news listening has reached new peaks since Pearl Harbor,

sponsors of newcasts who were on the bandwagon prior to America's entry into the war reap an extra dividend in the terms of new listeners to an already established program.

### Bakeries

**NEWS FOR WOMEN** With war opening up what were previously almost unheard of parts of the world for most Americans, those who want to follow the course of battle find that war has also made the family atlas obsolete. That the so-called weaker sex is interested in getting a visual picture of the war zones is the experience of the CAMPBELL-SELL BAKING Co., wholesale bakers.

Offered to its *News For Women* listeners over KOA, Denver, Col., was a UNITED PRESS war map of the far eastern war zone. Swamped with more calls than could be handled for an hour were the KOA switchboard girls. Flash from WOOLEY & HUNTER ADVERTISING AGENCY account executive, Ed Hunter: "This is the finest program we've ever had!"

**Showmanstunt:** on-the-spot transcribed interviews with various retail dealers handling BUTTERNUT BREAD are later played back over the program. Goodwill gesture by CAMPBELL-SELL: interviewed grocers are presented with a recording of their interview.

Special promotions used to sell the show to the public include the use of screen trailers in 12 Denver FOX THEATRES, reaching an approximate weekly audience of 167,000; display cards on the entire fleet of the YELLOW CAB Co.'s taxi cabs, and a window display in the entrance-way to KOA's studios.

**AIR FAX:** To insure a woman's slant, scripts based on KOA's AP, UP, and INS wire services are prepared by staff writer Evadna Hammersley. Gil Verda newcasts the show.

**First Broadcast:** 1940.

**Broadcast Schedule:** Tuesday, Thursday, Saturday, 10:30-10:45 A.M.

**Sponsor:** Campbell-Sell Baking Co.

**Station:** KOA, Denver, Col.

**Power:** 50,000 watts.

**Population:** 303,273.

**Agency:** Woolley & Hunter Advertising.

**COMMENT:** News makes an excellent mid-morning show for women, and sponsors generally have had excellent results

from such offerings. Particularly in these times, the dealer tie-in is an excellent gesture of goodwill. Wisely, the sponsor here promotes his program through mass media to build up the largest possible audience.

## Gasolines

**GRAEME FLETCHER NEWS** Since Pearl Harbor brought World War II to the United States, news programs have been hitting new audience highs. While the stunning suddenness of the outbreak of war caused the index of news listeners to skyrocket, and succeeding events have maintained it at record levels, news programs have a long record of noble accomplishments behind them for varied and sundry sponsors.

Wichita, Ka., sponsors of KFH news broadcasts corroborate national studies made in regard to news preferences. Particularly noticeable in these polls is the fact that women, as well as men are strong for news broadcasts. To substantiate this general trend: PHILLIPS 66 has sponsored a *Graeme Fletcher Newscast* for over three years; in its third year of sponsorship is the OKLAHOMA TIRE & SUPPLY Co.; for the NATIONAL BISCUIT Co. a news show is now in its second year; the RANNEY DAVIS MERCANTILE Co. is now in the last half of its second year, and the baby of them all is UNION LEADER TOBACCO, now rounding out its first year. While the products of each of these concerns has special masculine-feminine appeal, all found that news programs were ace-high builders of listener appeal. *Page Ripley item*: all five sponsors are on a seven days a week *sked*.

**AIR FAX:** Ace newscaster Fletcher handles nearly 50 quarter-hour news broadcasts weekly, all of them sponsored.

*First Broadcast:* February 6, 1939.

*Broadcast Schedule:* Daily, 10:00-10:15 P.M.

*Preceded By:* Varied.

*Followed By:* Monday through Saturday, *Sports Review*; Sunday, *Bend*.

*Sponsor:* Phillips 66.

*Station:* KFH, Wichita, Ka.

*Power:* 5,000 watts.

*Population:* 117,860.

**COMMENT:** Basic ingredient for the successful news show is a commentator whose voice and personality carry im-

plied friendliness and understanding, and whose grasp of *what's news* keeps his listeners posted on current happenings. Sponsors who promote their news programs in the terms of featured newscasters usually reap extra dividends.

## Lumber Yards

**DANIEL'S SUNDAY NEWS** Without radio, Sunday would be a day of uneasiness for most of the civilian population whose attention is centered on far-flung battle fronts. And as conditions have become more acute, listeners have demanded more Sunday newscasts to keep them posted on blitzkrieg warfare.

When the DANIEL LUMBER Co., La Grange, Ga., decided upon a news show over WLAG it took on sponsorship of five quarter-hours each Sunday. From its first mid-morning broadcast to its 7:00 P.M. *final*, the DANIEL LUMBER Co. keeps the UNITED PRESS wires humming with news for its WLAG listeners.

Weeks before its first contract expired, the DANIEL LUMBER Co. had already renewed for its second year's sponsorship. *Reason:* paint sales were highest in sponsor's history. While brief commercials at show's opening and closing feature mostly paints, some advertising of general building materials is also used.

Special promotion includes the distribution of printed schedules of *Daniel's Sunday News*, with WLAG issuing a pocket sized news-folder for free distribution.

**AIR FAX:** *First Broadcast:* May 4, 1941.

*Broadcast Schedule:* Sunday, 10:15-10:30 A.M.; 1:30-1:45 P.M.; 4:00-4:15 P.M.; 6:00-6:15 P.M.; 7:00-7:15 P.M.

*Sponsor:* Daniel Lumber Co.

*Station:* WLAG, La Grange, Ga.

*Power:* 250 watts.

*Population:* 25,587.

**COMMENT:** Sponsor here wisely emphasizes one particular product. While excellent results from general advertising have been achieved, returns are usually more satisfactory when emphasis is placed on a more limited field. Interesting is the sponsor's concentration of his radio offerings to one particular day.



Surveying the role of private enterprise in our war effort, the broad opportunity for still more local sponsors, especially of news programs, immediately suggests itself. There is no better weapon with which to defeat our enemies' fantastic lies than with simple, unvarnished truth. This truth manifests itself most powerfully in the superb, objective news coverage furnished by our press associations.

## Manufacturer

**EARLY BIRDS** On March 30, 1930, a 13 piece orchestra made its debut over WFAA, Dallas, Tex. Acting as master of ceremonies and comedian were two *Early Birds*, Eddie Dunn and Jimmy Jefferies. Today that self-same forty-five minute early morning stretch is something for householders to set their watches by. Personnel has changed, more variety has been added to the show, but come what may, the show goes on.

Currently it is aired on a three-way split sponsorship, with the TAYLOR BEDDING Co., Taylor, Tex., bankrolling a quarter-hour stint four times a week. Field survey among the 1,500 Southwest dealers for TAYLOR mattresses, bed divans, living room furniture, upholstery felts, quilt bedding and comforters revealed 100 per cent approval of *The Early Birds*.

Each broadcast includes drum-beating for three dealers who get air mention as headquarters for TAYLOR merchandise. Prior to dealer puff, distributor receives letters from TAYLOR President D. F. Forwood, and emcee Jimmy Jefferies calling attention to the forthcoming broadcast. Dealers feature display sheets tying in the broadcast with merchandise in their establishments.

**AIR FAX:** Jam-packed for every broadcast is WFAA's largest studio. Taylor quarter-hour stretch is aired over the Texas Quality Network, heard over the entire southwestern area. Tuesday through Saturday sponsors of the 7:15-7:30 A.M. period are General Mills, Inc. Armstrong Packing Co. is the *Early Bird* on the Saturday, 7:30-7:45 A.M. stint.

*First Broadcast:* March 30, 1930.

*Broadcast Schedule:* Monday through Saturday, 7:00-7:45 A.M.

*Preceded By:* Cedar Ridge Boys.

*Followed By:* News.

*Sponsor:* Taylor Bedding Co., Taylor, Tex.

*Station:* WFAA, Dallas, Tex.

*Power:* 50,000 watts.

*Population:* 273,297.

*Agency:* Rogers & Smith Agcy.

**COMMENT:** National advertisers who use local radio pay listeners a subtle compliment by using their *own* medium. And local stations belong to the people of the community they serve just as surely as do the newspapers, theatres, churches, ball parks, and other civic interests. (For pic, see *Showmanscoops*, p. 57).

## Pharmacies

**EIGHT O'CLOCK NEWS** In November, 1940, KINGS PHARMACY, Des Moines, Ia., set out to do an institutional job of advertising its store and its prescription department. A 15-minute program three times a week over radio station KSO was chosen for the task. *Compounded For You*, a musical program heard at 7:15 A.M. turned the trick.

In May of this year, KINGS upped its radio schedule, went on a six-a-week *sked* of morning news. Manager Elmer King had reasons for his increased expenditure: increased prescription volume and good will.

Commercials stress the importance of seeing one's doctor when ill, and listeners are urged to avoid self-medication. Also stressed: KING's complete line of drugs in the prescription department and the service offered to both doctors and the public. Because so many doctors have now gone into government service, thus throwing a real burden upon the remaining practitioners, program listeners are urged to make appointments with their doctors early, to eliminate unnecessary calls.

When sponsor switched shows, a flier telling about KING's *Eight O'Clock News* went out to all leading physicians in Des Moines.

**AIR FAX:** *First Broadcast:* May 18, 1942.

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

*Sponsor:* King's Pharmacy.

*Station:* KSO, Des Moines, Ia.

*Power:* 5,000 watts.

*Population:* 167,048.

COMMENT: Sponsors whose *services* are an important part of their function perform another *service* in sponsorship of a news program. In times like these, dissemination of news is in itself a public service feature. Wisely, sponsor here stresses his business services in his commercials. Certainly, in times like these, when almost everyone has loved ones in the service, news takes on a personal nature which admirably adapts itself to sponsors who offer personal services.



## JOHNNY ON THE SPOT

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

### Public Service

#### BENTLEY'S NEWS COMMENTARY

While the day's headlines are the main diet for news hungry people, a balanced ration of news includes background material on the historical and political developments of the news hot-spots of the world. One such key center today is Alaska, and what was once known as Seward's Folly has become today a focal point.

For nine consecutive broadcasts, Julian Bentley put Alaska on the map on his weekly program. On the last of these commentaries, commentator Bentley offered his 9:45 P.M. listeners a brand new map of Alaska edited by news editor Bentley and Ervin Lewis. Listeners were required to send in five cents to cover cost.

In response to two announcements, came 3,300 letters. Ordered were 4,200 maps, with some listeners ordering as many as 20. Among them was a request from Anchorage, Alaska!

AIR FAX: First Broadcast: November, 1941.

Broadcast Schedule: Saturday, 9:45-10:00 P.M.

Preceded By: Community Singing.

Followed by: National Barn Dance.

Station: WLS, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

COMMENT: Going great guns are map offers of all kinds. Through this medium, people are discovering what once were to them uncharted lands. Such offers not only give sponsors a splendid check on listener appeal, but also help tie-in the newscast with its sponsor.

#### OUT OF THE KIT BAG

*Pack Up Your Troubles in Your Old Kit Bag* may be a carry-over from World War I, but today's sponsors of radio programs anxious to do a patriotic turn for Uncle Sam can do just that. When requests from radio stations for War Savings announcements and programs which might be sponsored poured in on War Savings Staff Director of Radio and Press Vincent F. Callahan, result was a *Radio Sponsor's Kit*. Prepared in cooperation with the National Association of Broadcasters, the kit contains sample announcements and suggestions for programs which will serve as a guide to those who wish to adapt Treasury messages for sponsorship.

First aid contents of *Radio Sponsor's Kit*: 18 sample announcements for any sponsor; 4 adapted for Savings Institutions; 2 may be best used by firms with a Payroll Savings Plan; 1 is beamed for Electric Power Utilities; 1 is slanted at any firm whose business is curtailed due to the war; 2 are keyed to firms with a low-price policy; 1 is for firms wishing to cut down on deliveries; 3 lend a helping hand to firms selling war stamps; 1 is pegged for sponsorship on the behalf of any local church or group of churches; 9 are sample openings for sponsored announcements; closing availabilities for sponsored announcements number 6, and to round out the *Radio Sponsor's Kit* there are 3 opening announcements and 3 closings for sponsored programs. Material is intended as a pattern for announcements which may be tailored to suit local needs.



## NEXT MONTH

**EDWARD W. HENDRIX**, advertising manager of the SKILLERN DRUG Co., Dallas, Tex., presents a pace and pattern setting radio advertising campaign for drug chains. SKILLERN's record: 1,200 quarter-hours during the current year.

**KATHERINE WILLIAMS WATSON**, author of *Once Upon a Time*, children's stories re-told for radio, presents the rules and regulations for good story-telling broadcasts.

**MILT HILL**, of WHK-WCLE, Cleveland, O., gives the low-down on *Writing Commercials that Click*, makes this as Point No. 1: don't hit your listeners over the head with a baseball bat by warning them that a commercial is coming!

**Plus Tested Programs and Promotions You Can Use in Your Own Business!**



AT YOUR FINGERTIPS

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