

# S Showmanship



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## IN THIS ISSUE

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**The Rooster's  
Audience Is  
GROWING!**

**57 TESTED PROGRAMS FOR BUSINESSMEN**

**... THAN A MAGAZINE ... A SERVICE**



## 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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Nathanson. Managing Editor: Marie  
Ford.

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



## 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.

# RADIO SHOWBOOK

*Syndicated, Transcribed, Script Directory*

Write to

**RADIO SHOWMANSHIP**

**1004 Marquette**

**MINNEAPOLIS, MINN.**

---

# LISTEN IN THE NIGHT

*It's at night,  
In the still moments of the night,  
That you hear the pulse-beat of  
America.*

**T**HE railroad company copywriter who wrote these words is right! American industry is working 24 hours a day to win the war. A third of the men and women making this total effort work at night. They are the swing shifts, who breakfast at bedtime, dine at dawn.

Just as the daytime worker needs relaxation after the activities of the day, so too, does the swing shift and graveyard worker require entertainment. He doesn't run right home from the factory and pop into bed, but in the dark of the night, the opportunities for recreation are limited.

When the change over to total war was made, radio was quick to meet the demands of this new audience whose normal life was turned upside down. Some radio stations switched to a 24-hour schedule. Almost all of them extended their broadcasting hours.

Radio continues to do its part. Listening hours have changed. Anyone may be listening at any time these days. Rebroadcasts of daytime shows all through the night have found their audience. Radio news swings along, keeps the man who lives upside down as accurately, quickly and completely posted as it does listeners during the seven-to-eleven peak radio hours. Soldiers, factory workers, others, applaud early morning programs.

Sponsors, however, have been for the most part, lukewarm to cool. There's no beaten path down which to travel, no tested formula to shake well and take as directed. There's no Hooper to bolster faltering business courage. In all probability, it's a temporary audience which will welcome the sun with loud huzzas when the return of peace makes 24-hour effort unnecessary.

But the future is built on today! Business can't expect to keep the loyalty of the defense worker unless it earns this support through service, entertainment or education. These workers don't ask for much; a little entertainment, a little information before turning off the lights, and so to bed. A house is a lonely thing at night when the rest of the world is asleep.

Advertising needn't go to sleep when the rest of the world turns in. It can be awake and on its toes around the clock. Through radio, it can be a night watchman, checking priceless business investments on its regular rounds. There shall be no night. What is well guarded today is there as a valuable trade asset tomorrow!

*The Editors*

# Smoke Out Night Owls

Balanced Menu for Swing Shift Listeners Essential Maintains  
Philip Klein, President of the Philip Klein Advertising Agency

RECENT research has led to the development of a new point of view concerning the 11:00 P.M. to Midnight hour. Before the war, it was one of the lowest listening points on the dial. A survey by a joint committee on N.A.B., C.B.S., and N.B.C., in November, 1941, gave the annual average of percentage of sets in use in the East as 24.8 per cent between 10:30 and 11:00 P.M., 12.6 per cent between 11:00 and 11:30 P.M., and between 11:30 P.M. and Midnight the percentage was only 6.7. When 55.9 per cent of sets were in use during peak listening hours (7:00 to 9:00 P.M.), the statistics after 10:30 P.M. were not impressive from the point of view of audience potentialities.

But look at the picture now! A recent survey of war plant shift changes in Philadelphia, Pa., reveals that nearly 75 per cent of the plants have a shift change at Midnight; that another 25 per cent have change of shift at 11:00 P.M. For war-working Philadelphians, this means a mass reorganization of the dinner hour, a reorganization that has not yet been recognized in completed listening surveys. But this is the group which must be kept in mind in building 11:00 P.M. to Midnight shows.

Five PHILIP KLEIN ADVERTISING AGENCY clients were among the first to see the potentialities of this 60-minute interval, and on October 12, 1942, their sponsorship of programs of wide general appeal began on WFIL.

From 11:00 to 11:10 P.M. there is news hot off the teletype for men dashing off to work, or tumbling into bed, who want to get the news in advance of the morning headlines. Sponsored by ATLAS IMPORT & EXPORT Co. for its ATLAS WINES, *The Editor Speaks* Monday through Saturday. Included is an air-editorial by newscaster John Scheuer, which boils heterogeneous facts into concise analyses of current trends.

At 11:10, *Home Front Heroes* take the spotlight for five minutes under sponsorship of the OLD ORIGINAL BOOKBINDER'S RESTAURANT on a six-a-week schedule. Owner Harmon Blackburn donates this time to volunteer war workers, so that they may explain their needs and aims to the public.

It's *Celebrity Time* from 11:15 to 11:20 P.M. Under the sponsorship of MUSIC VILLAGE, a place to eat, dance and relax, *Celebrity Time* presents interviews with famous folk in and about the Philadelphia scene. Listeners, for example, have heard Gloria Swanson, the Andrew Sisters, and Tommy Tucker.

(Continued on page 116)



# PORTRAITS

By JAMES J. METCALFE

## Radio Nights

*I used to hurry home from work . . . To sit around at night . . . And read some book or magazine . . . Or take my pen and write . . . And while my stride is just as quick . . . When homeward bound these days . . . I must acknowledge now that I . . . Have somewhat changed my ways . . . Because when I step in the house . . . I only want to know . . . What entertainment there will be . . . Upon the radio . . . And all I do is settle down . . . In some big, restful chair . . . And listen to the voices and . . . The music on the air . . . I do not want to read or write . . . Or do another thing . . . But hear the news and plays, and hear . . . The people laugh and sing.*



(Continued from page 114)

An interlude of music comes at 11:20, and for 10 minutes listeners hear the *World's Greatest Music* through the courtesy of OLIVO PRODUCTS, makers of hair and face preparations. An example of how businesses are converting their products for wartime use is the new Serviceman's Shaving Kit, distributed by OLIVO. Before the war, OLIVO sold these preparations individually, through the usual drug, department and 5 & 10c store outlets. Now, when a great portion of the market moves to Army camps, OLIVO moves with the customers.

As promoted over OLIVO's WFIL program Monday through Saturday, OLIVO is offering this Serviceman's Kit to relatives of boys at camp. The kit contains a jar of OLIVO pomade, a tin of DJER-KISS talcum powder, a bottle of OLIVO hair tonic, a jar of OLIVO brushless shaving cream, and a bottle of after-shaving lotion. A \$2.50 value, OLIVO sends this kit to any serviceman stationed in the U. S. for only \$1, with OLIVO paying the postage.

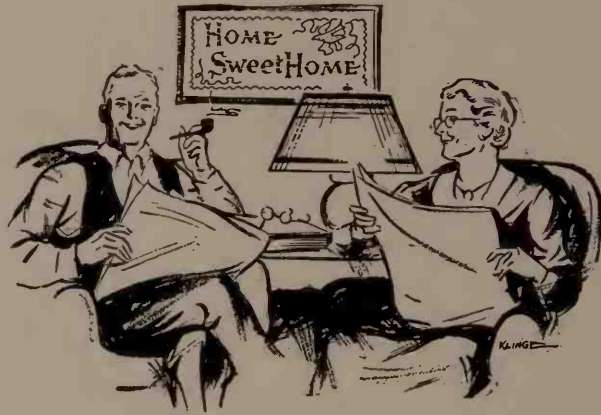
At 11:30 P.M. is a half-hour program of dance recordings for DR. SHOR, DENTIST, in a *Radio Salute to Industry*. Each night a different group of defense workers is saluted by the sponsor, and the program is directed primarily at war workers. It is not, however, one of the booming, flag-waving, brass band playing programs. Rather, it aims to fill the workers' need for easy listening. Popular music of the sweet swing variety interspersed with light comment is the menu.

News, music and entertainment, programs with appeal for almost every adult, form the most balanced menu for the late listening appetite. The pre-war

format of semi-sophisticate program, is out for the duration. We believe that future surveys will show definitely what the present can only hint; that right now, 11-to-midnight listening is reaching a peak of general interest it has never before achieved.

In line with this same plan, is the 10:30 to 10:45 P.M. newscasts for the

MORRIS PLAN BANK OF PHILADELPHIA, featuring John Corcoran, Monday through Saturday, over WFIL. Plan behind the MORRIS PLAN's use of radio preceding the March 15 income tax reports: its plan for help-



ing to finance taxes. In the opinion of its president, Ralph W. Pitman, taxes are high now, won't be any less next year, probably will be increased, and John Q. Public in many cases, is going to need a helping hand to get him over the hump.

In the case of each of these sponsors, it is interesting to note that each is consistently on the air, each has adapted his business to new conditions, and each has selected a radio program which will appeal to the greatest possible number of potential listeners. It is planned radio! And regardless of the time o' day, planned radio is what produces results.

In the use of late evening time, these sponsors are reaching an audience that for the present could be topped in almost no other way. And it is an exceedingly profitable market! Defense workers have money a-plenty with few places for spending it. As long as goods or services are available, it is a cash market. When supplies dwindle, as dwindle they may, it will be a mass audience extremely suggestible to educational campaigns.



# Radio Baits Sales Hook

President Frank J. Foster Gives His Formula for Landing 'Em  
For Foster's Hardware & Sporting Goods Store, Pontiac, Mich.

CONSISTENCY pays in almost all advertising, and this is especially true of radio advertising, even though this same advertising may be on a seasonal basis. FOSTER'S HARDWARE & SPORTING GOODS STORE, Pontiac, Mich., began its *Fishin' in Michigan* radio program in 1940, and while this 15-minute program is used seasonally to appeal to hunters and fishermen, it has been without question a tremendous factor in our business increase. Sporting goods sales have been stepped up from 18 per cent of gross business to a high of 45 per cent since we began to use WCAR as an advertising medium!

Among sporting goods stores there is a great diversity in the amount of money spent for advertising, and the differences in how this money is spent are as great between stores as are the differences in the advertising budgets. Newspaper advertising is preferred by some dealers.

Others get results from direct mail, outdoor advertising, and from novel tricks and promotions. A great many use radio, and that's where we stand. For FOSTER HARDWARE & SPORTING GOODS, radio is a best buy for the money.

A nationwide survey conducted by the *Sporting Goods Dealer Magazine*, revealed the interesting fact that sporting goods stores, on the average, are behind the trend toward radio advertising. It also pointed out that programs conducted by the dealers themselves rank among the most successful. This is the type of program we use, and we take to the air in March when trout fishermen are beginning to check over their equipment. It's September, and hunters have bagged their game when we go off the WCAR ether waves. During that entire period, *Fishin' in Michigan* is heard once a week, at 6:30 P.M., on Thursday.

Of course a program devoted to one

● FOSTER'S HARDWARE & SPORTING GOODS store window display leaves no passerby unaware of the proprietor's interest in big game.





sport is bound to have a limited audience, but its sponsor can count on it for steady listening, and more important of course, he can also be assured of a good response to the commercial message if our experience is any indication.

At the outset, I put my cards on the table:

"Good evenin' folks: You know, it's just barely possible that there's some of you folks listenin' that aren't a bit interested in any kind of fishin' at all. Course I wouldn't go so far as to say that I think that's the case, but if it is, I'd advise you to tune me out right now, cause that's all this series of programs is going to be about; just *Fishin' in Michigan.*"

Fishing information, humorous fishing anecdotes and tall tales are the mainstay of the program, of course. At the outset of the season, I try to give the listeners tips on where to fish.

"Where are we gonna fish on the openin' day of the season? It's still too far away to make any predictions about what the stream conditions are gonna be, but there's one consolation that we have here in Michigan. We've got some specially designated trout lakes, and we're pretty sure they'll be all right for the opening days. If the streams are too high, or too roily on account of all the snow water being carried away, don't forget about those trout lakes. And another thing we can be pretty sure of: if the streams are roily, we'll be a lot better off usin' bait instead of flies. Now maybe you think that's a peculiar thing to hear a fella say that's in the sportin' goods business, but much as I hate to admit it, it's a fact. 'Course I know that the real, pure dyed-in-the-wool fly fisherman won't ever stoop to use anything as lowly as a worm, but I'm here to tell you that real early in the season, if I find that flies aren't doin' too good, I'm one guy that doesn't hesitate to try the next best thing."

I always try to localize the show as much as possible, using home-town names and incidents. I tell listeners where the local experts are planning to

fish, what they caught, and what equipment they used. After all, it's the listener's own program. I definitely don't pretend to be one of those wise experts who knows all there is to know about fishing. I'm just an ordinary guy who would rather fish than do almost anything else. Listeners are urged to write, or to come into the store and chew the fat if I make some crack about fish or fishin' that doesn't agree with their ideas. Radio sports fans are just about as enthusiastic and appreciative as folks come, and believe you me, they respond plenty when they don't agree with my opinions!

The commercials? That's easy! They aren't any more high powered than the program itself. When I talk about trout fishin', I talk about equipment, too, and instead of trying to sell the most expensive rod and reel in the store, I point out that equipment for the duffer needn't be expensive. I tell him just what he needs to get the thrill of landing a few of those hunks of swimmin' dynamite. In other words, the commercials are just a part of the script and work themselves in on their own. For example, here is a commercial that followed a "tall story" and closed the program for that day:

"Now I suppose that it's just barely possible that a few of the doubtin' Thomases will question at least certain parts of that story; and to be real honest about it, I don't suppose I should blame them too much. But there's one thing that you don't need to have the slightest doubt about; that Foster's Hardware and Sportin' Goods has always been away out from the high rent district so naturally we haven't had a big wallopin' overhead to add on to the prices of our merchandise. There's one boast we've always made, and we're still making it. *We won't let anybody anywhere, undersell us.* You won't find anything fancy about Foster's store, but what you will find is a store that's loaded right to the gills with the last word in sportin' goods and hardware."

Of course it's a lot of work writing these scripts myself. It takes a lot of time to give the broadcasts. Frankly, I'm not one little bit enthusiastic about the work connected with preparing the broadcasts, but as long as this WCAR program continues to produce the results it has, I'm going to keep right on talking to folks about fishin' in Michigan in my own lazy, sort of down-to-earth way.



● Above . . . With the right equipment from FOSTER'S, customers find that the big ones don't get away. Where and how to bag the game, catch the limit is sportsman Foster's angle on the WCAR seasonal program.

Kansas accent which angli-phile Frank J. Foster retains, uses to good advantage in his radio program, is a vestigial remains from his birth in that middlewestern state in 1907. A year 'round resident at Watkins Lake, Oakland County, he doesn't restrict himself to Michigan fishing, has dropped a line into waters the breadth and width of the United States and parts of Canada. February means a month of deep sea fishing in Acapulco, Mexico. Companion in all his fishing jaunts: his wife, Millicent (Millie, for short). Being a Number 1 citizen of Pontiac, Mich., this disciple of Isaac Walton gets to and from fishing and hunting grounds via a Pontiac Station Wagon, rationing permitting. His hunting activities center around Pine Valley Camp, his hunting camp in the Northern Michigan deer country. Not by accident is it that this camp is also conveniently near a trout stream! Serious minded about his fishing, he considers color movies a part time hobby, would also put his Comet Class sail boat in that category.

● Below . . . In the heart of a sportsman's paradise is Frank J. Foster. A radio antenna, a mike, fly rod and a tackle box pull an ever heavier sales load for FOSTER'S HARDWARE.





## HE CROWS BECAUSE HE KNOWS

*There's something that makes a  
Rooster crow and boast his lofty  
station,*

*He does not sit but does his bit  
By waking up the nation.*

*I think I know what makes him  
crow*

*And brag about his deeds.*

*It's two to one he thinks it's fun  
To crow for Rooster Feeds.*

*Old Biddy, too, would like to crow  
But she can only cackle.*

*When she's fed on Rooster Mash  
There's no job she won't tackle.*

*She'll build a barn, or buy a bond,  
And pay your income taxes;  
And every day she'll lay an egg  
To keep away the Axis.*

*The baby chicks will live and grow  
And bring in ready cash  
If you will let them eat their fill  
Of Rooster Starting Mash.*

*So if you would be extra smart  
With profits double quick,  
Just try your luck with Rooster—  
It's the feed that does the trick.*

● Above . . . Oscar, the Rooster, looks on proudly as H. D. Vanderlippe, ROOSTER MILLS sales manager (left), and KDTH account executive Robert S. Graham (center), take the spotlight. When script calls for a woman's voice, Jeanne Wells (right) does it.

# Crows

Treat Radio as a Valuable

H. D. Vanderlippe, Sales

**T**HE ROOSTER FLOUR & FEED MILLS has been in existence since the days of the covered wagon. It is 75 years this season since the mills first began operations. We added a new salesman to the force not long ago, and our experiences with him have been rather successful. We prefer to think of radio in personal terms. We do not regard it as a magic force, to produce magic results over night. We think of it as an addition to our sales force, to be given consideration at all times, to learn from us as well as teach. In fact, we consider the personal reference so important, that a microphone, for the benefit of the rest of the force, "sits in" on all sales force conferences.

Our new salesman is radio. At the time we added this new, and for us, untried medium, we were considering expanding the sales force. We handle hundreds of items in our line, one of them being pancake flour. We had an idea of using a few spot announcements to help in merchandising it, but when we considered radio from the personal angle, we came to the conclusion that a salesman in the field for such brief spaces of time could not be expected to accomplish much. Instead, we decided to sponsor the early morning news period on station KDTH, Dubuque, Ia. There was no difficulty, of course, in finding a suitable program identification. The firm's trademark, adopted 75 years ago, took care of that. The Rooster now crows boastfully several times daily over KDTH, and there is every possibility that it will have more crowing to do as time goes on.

# Rooster Feeds

## the Sales Force Explains Rooster Flour & Feed Mills

At least half the time on the news period is given over directly to the news that concerns the farmer. The national and international picture is presented in the remaining portion of the period. We use plain, straightforward, authoritative commercials. We make no effort to "sneak" or honeycoat the selling message. We think that the listener is interested enough in our message to accept it without apology, and experience has shown us that this is correct. Numerous instances have been brought to light of radios in the barn as well as the house, in order that the news, built specifically with the farmer in mind, may not be missed.

From the outset, we viewed our venture into radio as real participation. We realized that we didn't know a great deal about radio. We knew as well that the radio people didn't know a great deal about us. Accordingly, we laid out a program of mutual assistance. We helped to write all the radio copy; edited everything that went on the air. For the first year, we were in daily conference with the station representative in charge of the account. That, we felt, was the only fair way for radio to learn the flour and feed business.

While we aim our commercial directly at the consumer, the bulk of our business is done with the dealer. With our new salesman, radio, and the participation angle acutely in mind, we went to work on the dealer as well. With a recorder, the station representative and a member of our sales force made a dealer swing through the territory. We interviewed dealers and users of our line on

their own home grounds. We encountered a good deal less diffidence than we expected. In practically every instance, the dealer was glad to discuss his problems, glad to tell us how we could help to solve them with our line, and pleased too, at the experience of hearing himself talk on the air.

Out of this experience arose another, directly involving the radio station, and one which we could not have effected without radio's assistance. From the interviews, we built a dealer presentation, complete with color pictures of our successful dealers and users which we made ourselves. These we used in consolidating new territory. In every instance where we made such a presentation to a dealer, we closed with a sale. The entire coverage area of the station is now solidly identified with ROOSTER. Because of the close harmony in which the firm, the dealer, and radio have worked and are working, we have established a community of interests that has had a favorable reaction for all three.

The tour through the territory uncovered another fact. Our listeners were very interested in market reports. Having an early morning period, particularly for the farmer, we opened a near noon period for the markets, and we are now on the air twice a day, six days a week.

As time goes on, and the coverage of the travelling salesman becomes more difficult because of war conditions, we expect to use more and still more radio. It is entirely possible that we shall use a period specifically directed to the dealer. We reason this way: radio is a personal medium; it does precisely what a salesman does; it goes into the home and the office, performs a service, delivers a message. It should, we think it must, be used precisely as a salesman would be. No one would put an uninformed salesman on the road for a week, or a month, and call it a fair trial. A salesman needs the cooperation of the home office, the help of his co-workers. Given that, we do not think that radio will fail, depending, of course, on whether this salesman has something worth selling.

ONE of the most ill-treated, misused audiences in radio is the all night group in many of the large and small cities throughout the nation. Stay up some night and listen; you'll understand what I mean.

This unfortunate situation has been brought about either by a lack of imagination, understanding or enthusiasm. It's a pretty ghastly proposition to try to interest advertisers, and even radio executives, for that matter, in the idea of programing an all night show with the same ideas in mind as you would program a daytime session.

In the year and a half that I conducted the *Moonlight Saving Time* program on WOR, New York, I found many revealing things. One in particular was the appreciation of the audience, intelligent people, for variety, in their listening diet. I tried to incorporate within the bounds of 3½ hours as much interesting and entertaining material, utilizing records, human interest and news, as possible. We even went so far as to have the first all night quiz session at 3:30 in the morning called *Gee Whizz Another Quiz* in which celebrities mingled with ordinary folks on topics of the day and questions that were appropriate, and as much live talent as our budget would permit.

The general thought has been for many years that the all night crowd is one of bar flies, lonely women, insomniacs and a few tired cab drivers. This is wrong thinking and mail reaction proves it. We now find that men who work at night in war production and their wives have been thrown into reverse because of

24-hour production. Consequently, the pattern of listening is typically a cross-section of any daytime audience with just as many women listening as men.

Advertisers are missing one of the best bets in radio by not realizing this potential audience. They are one of the most neglected groups of listeners we have,

whether they be in Seattle, Washington, or Daytona Beach. The feeling that just dance music is enough is not an intelligent approach to the subject and to prove sponsor value, we at WOR have some excellent examples. I. J. Fox, furrier, for over a year and a half has sponsored the first hour of *Moonlight Saving Time* with music labeled *Strictly on the Sentimental Side*; beautiful music reflects the beauty of the furs. An ironical incident in connection

with the sponsorship was the arrival at an East Coast port of a group of sailors whose ship had been torpedoed and who had been listening to a compelling commercial on beautiful fur coats while practically freezing to death in mid-Atlantic in an open boat.

PHILCO RADIO found our coverage to be perfect for their medium of advertising. We had replies from some 36 states including Canada, Mexico and South America. In every letter the name PHILCO was prominently featured and only war production and curtailment of materials brought this happy association to a close. The same was true of many other sponsors who tried the all night field and found it successful. They were the PEP BOYS of Philadelphia, automotive supplies, who bought a quarter-hour seven days a week. MARLIN RAZOR

## Sponsors All Thru The Night

12 Sponsors Found Swing Shift Listening Pattern Typical  
Cross-Section of Daytime Audience Writes Jerry Lawrence

BLADES and CARTER'S LITTLE LIVER PILLS, and RUM AND MAPLE PIPE TOBACCO in mail surveys found the moonlight show on WOR giving them their lowest cost per inquiry. *Saturday Evening Post* has been a consistent user of this medium, and an innovation is the use of hotels and night clubs featuring records of the bands playing in their particular spots. This opened up a whole new endeavor along the lines of commercial spot radio.

Other sponsors have been WILKIE PIPES, ONE-A-DAY VITAMINS, ILLINOIS MEAT COMPANY, EX-LAX, and ROMA WINES. For some particular reason or another we failed at one of the most natural products to be sold to an all night audience which is cigarettes or chewing gum. It seems that some of the sponsors think that radio shuts down when the clock reaches 11 P.M. each evening.

I would say that the greatest service that advertisers can do for the all night audience is to at least give them the same break the people in the daytime get by playing back by transcription, some of the afternoon or night-time shows that these people miss because of their sleeping and working hours.

These are the people who are contributing so much to our war effort; they deserve to hear what is happening in their country, the latest war news. In the field of entertainment surely they are entitled to hear the kind of music they like; the important sporting events of the day, and the various war shows that are broadcast at times when they are either working or asleep. And commercially speaking, these, too, are the people who buy hats, and wear shoes, and use soap.

Recently we have tied in even further with the war effort, and have created a bright musical feature, *Music to Work*

By. The NATIONAL ASSN. OF MANUFACTURERS has arranged to have 700 plants in the WOR coverage area listen to it for a half-hour each night, from 4 to 4:30 A.M. This music, which is gay and rhythmical, has an important psychological effect, and is designed to reduce the worker's lag period, thereby actually increasing his output. Three nights a week we dedicate *Music to Work By* to individual plants and their workers.

The world these days is on 24-hour duty. We mustn't overlook the eight hours between midnight and eight in the morning!

The it-makes-no-difference-no-one-is-listening-anyway attitude got its walking papers when our national war effort got under way. When WOR began to program *Moonlight*

*Saving Time*, it tried to incorporate as many interesting features as possible, but keeping the news of the world as the first consideration. Every hour and half-hour, we broadcast latest bulletins, alternating UP and AP, and on Sundays repeating Raymond Gram Swing's analysis of the news.

Along the same lines, we repeated outstanding shows directly tied in with the war effort, and important sporting events with wide appeal. Such shows as *America Preferred*, *The First American Opera Festival*, and *This is the Enemy* were all in the original format. Every morning there is a five-minute review of baseball scores and sports highlights. In order to give our listeners a change of pace, we try to present as much live talent as possible.

It is all a part of wartime conditions. Changed working hours and modes of living have created a continued shift in listening habits. Today, the radio advertiser must pay less attention to program ratings as quantities, more attention to qualities.



Lawrence and Pal

Dawn Breakers Are Ice Breakers  
For Sponsors Who Break With

# Top O' the Morning

Tradition, Plan Their Radio  
For Current Wartime Conditions

**I**N pre-war days, late night time radio was beamed at the sophisticate and the semi-sophisticate. With 24-hour shifts came a corresponding shift in listening audiences, and the sophisticate passed out of the picture. Advertisers had a message for war workers, and many of these war workers could be reached only during the graveyard hours. To reach this audience, the Lobster Trick had to start from scratch, and build programs more or less by-guess and by-gosh.

Not in this predicament was the early morning offering. For years, up-with-the-sun programs had done a job for advertisers. When wartime conditions brought new advertisers to the dawn breakers' circle, these same advertisers had the facts and figures on the performances of these programs, and a tested format on which to build.

Previously, these programs were directed primarily at the farm audience. Today, early risers include factory workers, and soldiers as well as already established farm audiences. The job that a few of these programs have done for their sponsors is presented here.

## FARM PRODUCTS

(Boston, Mass.)

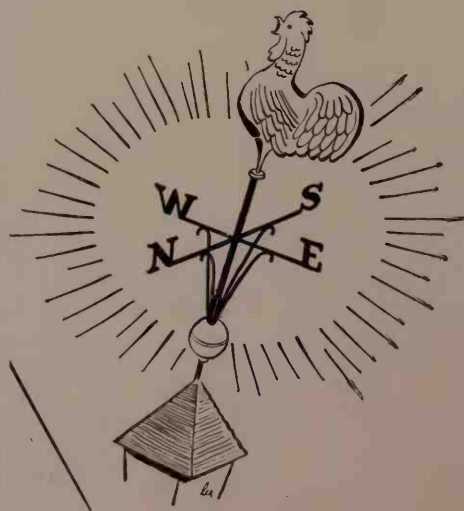
Today, more than ever before, the national spotlight is focused on farmers and farm products. Farm

prices and incomes are definitely up. *The New England Farm Hour*, a WBZ-WBZA program designed and broadcast exclusively for farmers, is carried one full hour, six days a week from 6:00 to 7:00 A.M. Available for commercial announcements only, the program now carries messages for the NEW ENGLAND HOMESTEAD, farm magazine; OYSTER SHELL PRODUCTS, chicken feed; DAIRY ASSOCIATION, and the OFFICE OF WAR INFORMATION. Emceed by the director of the New England Radio News Service of the United States Department of Agriculture, Sidney Vaughan, the program features an almanac and agricultural calendar; national news round-up, music; market reports and New England news. Mail pull average for 1942: 900 letters a month! Set up as an informational show, the program is slanted specifically at farmers.

## SUSTAINING

(Fort Wayne, Ind.)

*Reveille Time* is a busy, cheerful half-hour of bugle calls, martial music, news, entertainment and good fellowship. With the collaboration of the Army, the WOWO broadcast is picked up at Baer Field and amplified throughout this Army Air Base. More than two million parents, friends and well-wishers across a three-state area share





this pre-breakfast audi-  
cast of Army life. Broad-  
cast Monday through Sat-  
urday from 6:00 to 6:30  
A.M., *Reveille Time* fea-  
tures Happy Herb Hay-  
worth as emcee; the  
Hoosier Cornhuskers;  
Don and Helen; Penny  
West and the Blackhawk Valley Boys.

After its initial work-out as an official  
Army wake up program, the program  
was given a new dress, came out as a hill-  
billy for a larger general audience. In-  
dication that its listeners were still Army  
minded: radio audience was offered a  
service chart showing the various in-  
signia for different branches and ranks  
of the armed forces. Mail was received  
from 35 states!

#### FARM PRODUCTS

(Wichita, Ka.)

Used by farm and town alike is *The  
Trading Post and Farm Service Hour*,  
which has already celebrated its seventh  
birthday over KFH. Designed to com-  
bine a commercial effect with entertain-  
ment and service, the program is heard  
each week day from 6:30 to 7:00 A.M.  
Listeners to this gratis trading service  
have only to write in a description of  
what they have to trade; a threshing  
machine, road drag, radio, milk goats,  
tom cats, trucks, wind mills, goose yokes,  
hoop skirts, or what have you. They may  
also request something they want to  
trade for; a hired man, brood sows, et al.  
Average number of letters and post cards  
received in the seven years the show has  
been on the air: 6,000 annually! Mail  
comes from as far south as the grape  
fruit belt in south Texas, as far north  
as the Dakotas.

Since both town and country listener  
is vitally interested in the gyrations of  
cattle, hogs and lambs, as well as in  
grain, a daily market review is carried.  
Hundreds of public sales are also an-  
nounced annually over KFH during the  
Traders Hour by livestock market re-  
porter and commentator Bruce Behymer.  
A small charge is made for this service.  
A few short, strictly ad-lib commercials



the closest town, give your telephone number if  
you have one. We'll trade off. Remember—there is  
no cost attached. That's all."

Day in, day out, the year 'round, this  
is the regular closing announcement  
which rounds out the show.

#### DRUG PRODUCTS

(New Orleans, La.)

War workers on the swing shift, all-  
night cab drivers, waitresses in dawn-  
breakfast beaneries, and the hundreds of  
other city people who get up at break of  
day, are all a part of the *Family Circle*,  
heard over WWL, for CONSOLIDATED  
DRUG Co. WWL's guitar-playing Louie  
Bono and ad-libber Ervin Viktor started  
on WWL 'way back in 1932, talking and  
singing for the folks up and down the  
bayous in Louisiana and Mississippi.  
CONSOLIDATED DRUG Co. sponsorship is  
now in its third year.

To keep the members of the *Family  
Circle* happy, ad-lib monologue is used,  
as well as hymns, marches, hillbilly  
music and frequent time signals. News,  
courtesy of Esso, and sports, courtesy of  
FALSTAFF BREWERY, are also included.  
Music is listener requested, with fre-  
quent dedications to the boys away, by  
the folks at home. After a quarter-hour  
news cast at 5:00 A.M., listeners get a  
full hour of entertainment.

When the *Family Circle* breaks up at  
6:15 A.M., *Dawn Busters* takes its place,  
keeps the limelight until 9:00 A.M. for  
its participating sponsors. This program  
of instrumental and vocal music, comedy  
and black-face monologue became five  
years old on January 17. On February  
22, GRIFFIN MFG. CO., SHOE POLISH,  
celebrated its fifth year of sponsorship!  
Currently, listeners hear sales messages  
for six other sponsors.

also appear on the 30-  
minute stint.



# 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).

*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).  
*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).  
*Sustaining*—King Contest Club (Mar., '43, p. 93).  
*Taxi Cabs*—California Story Teller (Apr., '42, p. 132).  
*Women's Wear*—Melodies and Fashions (Nov., '40, p. 112).

## SAMPLE TRANSCRIPTIONS

Academy Award (Mar., '43, p. 79).  
Adventures with Admiral Byrd (June, '42, p. 212).  
Air Adventures of Jimmie Allen (Apr., '43, p. 127).  
Ann of the Airlines (June, '42, p. 212).  
Betty and Bob (Oct., '40, p. 53; Mar., '43, p. 79).  
Captains of Industry (Sept., '41, p. 284; Mar., '43, p. 101).  
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; Mar., '43, p. 101).  
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; Mar., '43, p. 100).  
I Am An American (Feb., '42, p. 64; June, '42, p. 187).  
Imperial Leader (May, '42, p. 175; Mar., '43, p. 85).  
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).  
Notes of Love (Mar., '43, p. 100).  
Donald Novis (Mar., '43, p. 78; p. 92).  
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).  
The Shadow (Mar., '43, p. 86).  
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; Apr., '43, p. 136).  
This Thing Called Love (May, '42, p. 155; Mar., '43, p. 100).  
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; Mar., '43, p. 100).



## AIRING THE NEW

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

### Beverages

**SWING TO VICTORY** Personnel and executives of war plants know that all work and no play indeed makes Jack a dull boy. But Jack with plenty of it in his pockets is hard put to it to find entertainment if he belongs to the army of swing shift and graveyard workers. In a *Swing to Victory*, the SPARKLETT'S DRINKING WATER CO., Los Angeles, Cal., directs a five-a-week offering to those who sleep by day and work by night. After midnight listeners are given a transcribed version of *Fulton Lewis, Jr.*, on KFH. SPARKLETT'S also sponsors a twice-weekly early evening version of commentator Lewis. Broadcasts are heard Tuesday through Saturday, 1:45-2:00 A.M.

Also a part of the swing shift listening schedule is the Sunday morning *We, the War Workers*, program heard weekly from 12:45-1:00 A.M. over KFH for the AVIATION AND SHIPBUILDERS NEWS. In charge of the program is the DOUGLAS AIRCRAFT CORPORATION.

**AIR FAX:** Sparkletts also utilizes a thrice-weekly participation in *Homemakers Club*. Also in the *sked*: a daily five-minute KFI newscast.

*First Broadcast:* February 2, 1943.

*Broadcast Schedule:* Tuesday through Saturday, 1:45-2:00 A.M.

*Sponsor:* Sparkletts Drinking Water Co.

*Station:* KHJ, Los Angeles, Cal.

*Power:* 5,000 watts.

*Population:* 1,497,074.

*Agency:* Raymond R. Morgan Agency.

**COMMENT:** Rebroadcasts of popular daytime programs present one of the most fertile fields for the lobster trick.

The man on the dog watch is as anxious today to follow his favorite radio personalities as he was before the war turned his world topsy turvy.

### Beverages

**BOHEMIAN HOUR** Radio, like the church, state and school, has an obligation to society which it must meet if it is to continue to have free access to the home. Among its listeners are those who helped repeal prohibition laws, and an equal number who proudly wear the white ribbon. When manufacturers of alcoholic beverages take to the air waves, the ice is sometimes thin.

Nifty solution for the BOHEMIAN BREWERY, makers of BOHEMIAN CLUB BEER, in its weekly half-hour show over KIDO, Boise, Idaho: not mentioned is the word *beer*. To create public good will, and in so doing, increase sales for BOHEMIAN CLUB BEER, sponsor's commercial messages refer only to BOHEMIAN CLUB.

Not a single telephone call or letter to KIDO has raised the question of "why beer advertising?" Numerous calls have commended sponsor for excellent musical entertainment. Letters to dealer, plenty of posters and counter displays, tap the barrel of dealer good will.

**AIR FAX:** Old songs that listeners like, and the best of the new ballads give KIDO audiences a restful, half-hour as mellow as the sponsor's product.

*First Broadcast:* December 11, 1942.

*Broadcast Schedule:* Friday, 7:00-7:30 P.M.

*Preceded By:* NBC Network.

*Followed By:* News.

*Sponsor:* Bohemian Brewery.

*Station:* KIDO, Boise, Idaho.

*Power:* 2,500 (d).

*Population:* 160,000.

*Agency:* Cline Advertising Service.

**COMMENT:** For an easily produced show which is almost certain to draw a large listening audience, music is still a hard-to-beat formula. Low cost is also a factor which sponsors on a limited budget find all to the good. While the public may be a fickle audience in regards to many forms of recreation, it has maintained its interest in musical offerings through thick and thin.

## Department Store

**MURRAY YOUNG NEWS** When the mountain did not come to Mohammed, the prophet went to the mountain. Like Allah, Murray Young makes an annual tour of the nation's news hot spots to get data for commentaries at the source. In his corner is the **WILLIAM TAYLOR SON & Co.**, a Cleveland, O., queen bee department store, who sponsors nightly the spot, on WHK.

Pitching with a curve is veteran newspaperman and radio commentator Young, who five times a week reports each day's news stories of first importance. His current news jaunt took him by plane to Washington, D. C., New York and Boston, won him an "A" for effort from sponsor and listener alike. Interviews with Mr. Big, other state officials, were grist for his nightly dispatches from the home of the great white father.

**AIR FAX:** In keeping with the store policy of good taste in advertising, commercials as handled by announcer Francis Peattay are scholarly and well-read. Purpose of the show: public service.

**First Broadcast:** November 14, 1940.

**Broadcast Schedule:** Monday through Friday, 11:00-11:15 P.M.

**Preceded By:** Dance Music.

**Followed By:** Dance Music.

**Sponsor:** William Taylor Son & Co.

**Station:** WHK, Cleveland, O.

**Power:** 5,000 watts.

**Population:** 1,111,449.

**Agency:** Edward Hibshman & Associates.

**COMMENT:** While the idea of filing daily dispatches for a commentary such as this is not new, it is a splendid method for making new friends for its sponsor. Without question, anything which builds up the commentator with the public reacts to the credit of the man who foots the bill.



presented by the **RALSTON-PURINA Co.** for its **PURINA DOG CHOW.**

Canine news, care and feeding of pets, human interest stories and odd facts of interest to dog fanciers are unleashed by dog authority Peter Boggs in the five-minute feature.

**AIR FAX:** Courtesy announcements and dealer letters plugged the transcribed offering.

**First Broadcast:** July 6, 1942.

**Broadcast Schedule:** Monday, Wednesday, Friday 7:25-7:30 A.M.

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Ralston-Purina Co.

**Station:** WBBM, Chicago, Ill.

**Power:** 50,000 watts.

**Population:** 3,440,420.

**Agency:** E. A. Gardner Agency, St. Louis, Mo.

**COMMENT:** With new packages, and revolutionary changes in feeding pets a big headache to all dog owners, sponsors who hit the airwaves with programs designed to re-educate the public are not barking up the wrong tree.

## Grocery Products

**ODDITIES IN THE NEWS** Not the least of the *Oddities in the News* is the current necessity for getting along with minimum quantities of foods in which shortages exist. One such commodity is butter, and since neither love nor money will get it for the housewife, she is learning how to stretch the amount she does have.

When the government ration order for butter fats blanketed the country on March 28, housewives in St. Louis were convinced via radio that Necessity, the mother of invention, had a stand-in. It was none other than **DOUBLE MIX, INC.** *Oddities in the News* had greased the way for quick acceptance of sponsor butter extender.

To help along the learning process **DOUBLE MIX, INC.**, makers of butter extender, gave them *Oddities in the News* over KSD, St. Louis, Mo. Six times

## Feeds

**BOGGS ON DOGS** Did you know that there's a hitching post for dogs in Evanston? That a dog gets more exercise when walking than running? News and views of the dog world are heard in a tri-weekly early morning radio column

week, listeners hear unusual news of persons and events, in a three-minute shot. Reports show sales and distribution taking a spiral upward.

**AIR FAX:** First Broadcast: December 10, 1942.  
Broadcast Schedule: Monday through Saturday, 8:41-8:44 A.M.  
Preceded By: News.  
Followed By: Judy & Jane.  
Sponsor: Double Mix, Inc.  
Station: KSD, St. Louis, Mo.  
Power: 5,000 watts (d).  
Population: 1,141,593.  
Agency: Galvin Advertising Co., Kansas City, Mo.

**COMMENT:** Just like dinner without dessert is a news diet without a dash of the high spots on the lighter side of the news. All to the good are these gloomchasers which help keep the listener's becker up.

## Newspapers

**LABOR NEWS AND VIEWS** With capital on one side of the fence, labor on the other, the public gets the squeeze play when it tries to get an accurate picture of the industrial state of the nation. If labor, as it sometimes charges, has an unfair press, one solution is to present its own case to the public not only through its own publications, but also through mediums with general mass appeal.

To do just that, A. E. Davey, Jr., editor of the *Cleveland Citizen*, labor newspaper, took to WHK in a once-a-week hot. Commentary on labor topics is designed to build good will for labor. Material is presented in a news pattern on the quarter-hour shot.

**AIR FAX:** First Broadcast: January 15, 1941.  
Broadcast Schedule: Thursday, 6:45-7:00 P.M.  
Preceded By: Gracie Fields.  
Followed By: Fulton Lewis, Jr.  
Sponsor: Cleveland Citizen.  
Station: WHK, Cleveland, Ohio.  
Power: 5,000 watts.  
Population: 1,111,449.

**COMMENT:** Industry has found that radio is a wonderful tool in its long range public relations program. Labor might well take a leaf from this notebook in a radio campaign which would get its story into the home of each and every radio family.

## Public Utilities

**LOST AND FOUND** When man loses gloves, bill fold, galoshes, a scarf, the family pooch, other hard to replace items, his first impulse is to stand up in the public square, tell the world of his loss. Until radio, his only outlet was the *Lost and Found* columns of the local newspaper, and because not every one reads the agate type, too often it was *finder's keepers*. Because listening to the radio is an established habit today, a person is more apt to use his ears to hear than his eyes to see for the night time pause that refreshes.

Putting two and two together, the DUKE POWER Co., Charlotte, N. C., offer WAYS listeners a daily quarter-hour of *Lost and Found*. Owners in search of lost items, finders of such *impedimenta* get together at no cost to anyone. To prevent any hitch in an otherwise smoothly function set-up, finders or keepers with lost or strayed items must send a written description to WAYS, giving names and addresses.

**AIR FAX:** First Broadcast: March, 1942.  
Broadcast Schedule: Monday through Saturday, 10:45-11:00 A.M.  
Preceded By: Blue Network Sustaining.  
Followed By: Program Resume.  
Sponsor: Duke Power Co.  
Station: WAYS, Charlotte, N. C.  
Power: 1,000 watts.  
Population: 100,089.

**COMMENT:** As popular as vital statistics to many people, a program of this kind will develop a following completely out of proportion to those who themselves have lost valuables during the course of the day.



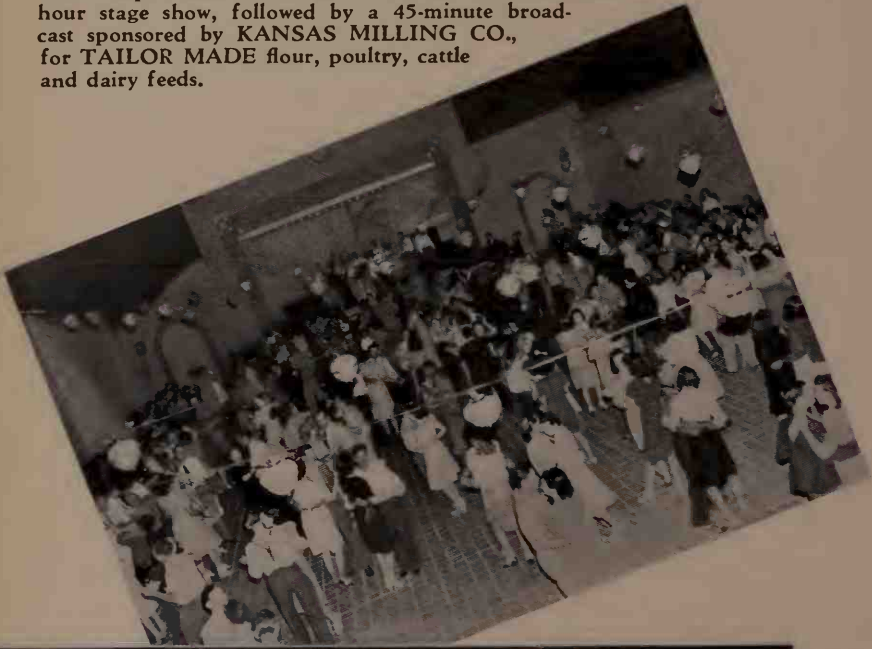


# SHOWMANSCOOPS

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

## Nothing Floors 'Em . . .

● *Below . . .* For two successive summers, Wichita, Ka., jive experts have hoofed it in a weekly KFH *Barn Dance Frolic*, dancing under the stars in an open air roof garden a-top York Rite Temple. *Barn Dance* gets in the groove with a full hour stage show, followed by a 45-minute broadcast sponsored by KANSAS MILLING CO., for TAILOR MADE flour, poultry, cattle and dairy feeds.



● *Left . . .* HAWK & MAGEE "America's Large Rug and Carpet Company," featured in striking window display a larger-than-life size picture of the *Morning Extra* reporter, over WFIL, Philadelphia, Pa.

## If the Shoe Fits . . .

● *Left . . .* When *Public Opinion* was aired over CKOC, Hamilton, Ontario, curly headed emcee Neil Leroy had plenty of contestants in this INDEPENDENT DRUGGISTS ALLIANCE program. (For story, see *Showmanship in Action*, p. 63, February, 1943.)



● *Center . . .* Barbara Lee, who conducts the daily quarter-hour for Oakland's (Cal.) H. C. CAPWELL CO., over KROW, has reason to smile, and Frank Strine, buyer for the nursery department, has cause for a grin. Regularly, Barbara Lee talks about gardening, sandwiches in bits of merchandise information about prices. Empty bins illustrate the effectiveness of the method.



● *Right . . .* Enthused by the interest shown by boys and girls in their *Jimmie Allen* transcribed program, SCHOEWE'S SHOE STORE made good use of its display windows to tie-in with programs and merchandising, and to capitalize on the wide spread interest in aviation. Show is heard every week day over KALE, Portland, Ore.





## PROOF O' THE PUDDING

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

### Bakeries

**TIP-TOP O' THE MORNING** It may have been P. T. Barnum. At any rate, a famous showman once said he would trade 100 acts for one real personality. 'Way back in late '37, *Top O' the Morning* was set up on WEEI, Boston, Mass., on this basis. The same program, with a new sponsor, and a slight change in title to tie-in with the advertised product, has double the early morning audience of any other Boston station, 7:00-7:15 A.M., six days a week!

Each week-day morn, two zanies, Carl Moore and Ray Girardin by name start punishing a WEEI microphone for WARD BAKING CO., New York City. Neither sings well, plays well, or seems to act or talk professionally; yet their casual singing, playing and talking about seemingly nothing at all netted them a 42.8 per cent listening audience in a recent GILL survey.

First purchased by MARVELS cigarettes, through AITKIN-KYNETT, Philadelphia, Pa., they were continuously sponsored by that advertiser until June, 1942. WARD BAKING signed on the dotted line five months later.

**AIR FAX:** *First Broadcast:* 1937.

*Broadcast Schedule:* Monday through Saturday, 7:00-7:15 A.M.

*Preceded By:* News.

*Followed By:* Uncle Elmer's Pleasantville.

*Sponsor:* Ward Baking Co., New York City.

*Station:* WEEI, Boston, Mass.

*Power:* 5,000 watts.

*Population:* 1,924,642.

*Agency:* J. W. Thompson.

**COMMENT:** Not unique is the phenomena of a radio personality who literally makes something out of nothing. Sponsor who builds up its radio mouthpiece, or takes on an established personality, find in that person an advertising trade mark of incalculable value.

### Beverages

**FALSTAFF MUSICAL HOUR** For the past three years, FALSTAFF BREWING CORPORATION has offered WWL listeners in New Orleans, La., a ten-minute, six times weekly sportscast. It has also broadcast all special sporting events in the territory. When the war reduced its output, also shifted its audiences, FALSTAFF expressed its faith in radio in a way that counts. For new late evening listeners it offers the *Falstaff Musical Hour* at 10:30 P.M. every week-day night.

Not one to hang back, wait to be shown, FALSTAFF got on the band wagon early, aired the first in the series last November.

**AIR FAX:** Popular music in a variety of moods is the backbone of the show.

*First Broadcast:* November 30, 1942.

*Broadcast Schedule:* Monday through Saturday, 10:30-11:15 P.M.

*Sponsor:* Falstaff Brewing Corp.

*Station:* WWL, New Orleans, La.

*Power:* 50,000 watts.

*Population:* 473,225.

**COMMENT:** Surveys show continued shifts in listening habits due to changed working hours and modes of living, and hand in hand with this trend is the increased purchasing by the lower-income classes, brought about by higher salaries. Since many of these workers are on night shifts, more and more sponsors are finding that late evening broadcasts are giving them a good run for their money.

### Department Stores

**NEWS ON THE HOUR** In February, 1942, MANDEL BROTHERS, Chicago (Ill.) department store, took a gander at WIND program availabilities, hitched its sales cart to the rising star that was



news. Not one to take half-way measures, sales promotion manager Sidney J. Natkin signed on the dotted line for five-minute news periods, every hour on the hour, 24 hours a day.

Time marched on! 168 times a week listeners could hear the five-minute MANDEL sponsored news. Fifty-two weeks passed, and in that time the MANDEL score reached 8,736 broadcasts. For MANDEL BROTHERS the minute hand had clicked 43,680 times!

Proof that the chunk of 628 hours that MANDEL BROTHERS had bitten off in a 52-week advertising campaign was milk-fed chicken: at year's end, MANDEL BROTHERS, through SCHWIMMER & SCOTT ADVERTISING AGENCY, renewed for another 52 weeks.

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

**Broadcast Schedule:** News on the hour around the clock.

**Sponsor:** Mandel Brothers Department Store.

**Station:** WIND, Chicago, Ill.

**Power:** 5,000 watts.

**Population:** 3,440,420.

**COMMENT:** Sponsors who pick the type of program best suited to their business interests, stand by the choice consistently, find that results from radio are no flash in the pan. On a 24-hour schedule, sponsor here reaches every type of radio family, builds up an ever increasing listening audience for its commercial message.

## Farm Products

**FARMERS' ALMANAC OF THE AIR** *How to get people out of bed at 6:15 A.M.* might well be the subtitle for *Farmers' Almanac of the Air*, heard Monday through Saturday over WEEI, Boston, Mass. When the show was only six months old, still in swaddling clothes, the *Almanac* pulled 1,543 requests from 11 announcements of two simple recipe pamphlets.

News of the day, farm and Grange news, market trends, wholesale and retail market prices, entertainment, and just

about everything that rural-minded New England wants, is given at a time when New England early risers are ready for it.

*Almanac* editor Jesse H. Buffum runs the show which is built in two editions (6:15-6:30 A.M. and 6:30-6:45 A.M.). Hillbillies, members of the WEEI staff family, provide the entertainment on the first edition, with editor Buffum adding to the cracker barrel atmosphere.

Interviews with leading agricultural personalities on specialized topics are spotlighted daily. Monday is horticulture day; Tuesday is dairy day; Wednesday is vegetable day; Thursday is fruit day; Friday is household day, with Elinor Bateman of the State Department of Agriculture giving helpful hints, and Saturday is Grange day, featuring news by the *National Grange Monthly* editor.

In the second edition comes a bumper crop of news along the New England front, and latest reports of market trends direct from the Boston produce market. Listeners also harvest Boston's earliest broadcast of news dispatches from the far ends of the world as edited and presented by WEEI news chief Howell Cullinan.

**AIR FAX: First Broadcast:** March, 1940.

**Broadcast Schedule:** Monday through Saturday, 6:15-6:45 A.M.

**Preceded By:** Music.

**Followed By:** Tip-Top O' the Morning.

**Sponsor:** Applecrest Farm Orchards, others.

**Station:** WEEI, Boston, Mass.

**Power:** 5,000 watts.

**Population:** 1,924,642.

**COMMENT:** Important not only for selling farmers, but to reach the steadily growing urban following, is an established program which aims to stimulate interest and coordinate movements in the interest of all phases of agriculture.



## Groceries

**A WORD TO THE WIVES** Adman George Younker, St. Joseph, Mo., knows his groceries. He also sells them for the 200 JACK SPRAT stores in

his trade area. Not one to spend his money without getting his money's worth, groceryman Younker okayed the first JACK SPRAT broadcast over KFEQ on March 1, 1937. JACK SPRAT FOOD stores have been on the air without interruption ever since!

**AIR FAX:** With information streamers, posters and signs, Jack Sprat calls attention to its program aired over KFEQ six days a week. Program consists of transcribed music, gets its title from the fact that menus, household hints, cooking suggestions and other information pertinent to the housewifely arts are offered each day.

**First Broadcast:** March 1, 1937.

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

**Preceded By:** Morning Melodies.

**Followed By:** Musical Clock.

**Sponsor:** Jack Sprat Food stores.

**Station:** KFEQ, St. Joseph, Mo.

**Power:** 2,500 watts.

**Population:** 88,908.

**COMMENT:** A program need not be pretentious to be successful. Five years of continuous sponsorship speaks for itself. Here is *one* way of filling the *great*-est number of market baskets at a *mini*-mum expense.

## Hardware Stores

**TRADE WINDS** Two years ago last July, Siloam Springs, Ark., first heard KUOA's participating swap-shop program, *Trade Winds*; it offered people the chance to barter their white elephants for articles they could use. Attics, basements and garages were scoured by mother, father and junior; and an influx of new sponsors yammered for a place in the sun of *Trade Winds*. Results: mail response and business volume stretched the program's broadcast schedule.

**AIR FAX:** *First Broadcast:* July, 1939.

**Broadcast Schedule:** Monday through Saturday, 7:15-7:45 A.M.

**Preceded By:** News for Breakfast.

**Followed By:** Gospel Singer.

**Competition:** Morning Watch.

**Sponsor:** People's Hardware, Gravette, Ark.; Western Associate Store, Gravette; Jones Supply Co.; Sisco's Drug Co., etc.

**Station:** KUOA, Siloam Springs, Ark.

**Power:** 5,000 watts.

**Population:** 4,500.

**COMMENT:** A creed of radio is *service*. Ever-growing is the belief that radio can

do more than entertain, even more than educate. *It can also serve.* Quiz programs have shown the public's appetite for programs that hold out tangible results.

## Tobaccos

**BUNKHOUSE JAMBOREE** Who listens between the dark and the daylight that is known as the 3:00 to 5:00 A.M. hours? When RUM & MAPLE PIPE TOBACCO offered a free sample of tobacco to all listeners, its 24 announcements in six days, pulled 10,176 responses from 48 states, the District of Columbia, Canada, and Hawaii.

A random sampling of 2,677 letters put industrial workers far in the lead. Trailing them were night watchmen and plant guards, farmers, railroad workers, members of the armed forces, hotel workers and policemen. The also-rans: housewives, post office employees, garage workers, office workers, stock yard employees, milkmen and hospital attendants.

**AIR FAX:** Participating program heard week-days is made up of recorded music, with emcee Jerry Campbell as platter changer.

**First Broadcast:** October 7, 1942.

**Broadcast Schedule:** Monday through Saturday, 3:00-5:00 A.M.

**Followed By:** Smile-A-While.

**Sponsor:** Rum & Maple Pipe Tobacco, others.

**Station:** WLS, Chicago, Ill.

**Power:** 50,000 watts.

**Population:** 3,440,420.

**COMMENT:** While large listening audiences in metropolitan centers might be predicted, interesting is the fact here that responses from every state in the nation indicate that the night owls are by no means confined to highly industrialized centers.



## Beverages

**KOEHLER'S SPORTS PARADE** For some Erie, Pa., citizens, the dinnerbell may ring at 6:30 P. M., but for sports enthusiasts, the time signal on WLEU has meant the ERIE BREWING Co.'s sports spot since 1935. While show has come out in a new dress with a new name, format of the program remains unchanged. National and local sports news and the latest scores keep listeners up-to-the-minute. To remind listeners of the ERIE airing, fliers on the broadcast are sent out via Uncle Sam's postmen stressing time, program and sponsor.

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

*Broadcast Schedule:* Monday through Saturday, 6:30-6:45 P.M.

*Preceded By:* Dinner Music.

*Followed By:* Novachord.

*Sponsor:* Erie Brewing Co.

*Station:* WLEU, Erie, Pa.

*Power:* 250 watts.

*Population:* 125,062.

*Agency:* M. A. Yount Advertising.

**COMMENT:** While consistency in the use of radio alone reaps sizeable rewards for its sponsors, consistency in program and time harvests extra dividends for the man who bankrolls the show.

## Drug Products

**LAST MINUTE NEWS** When MANHATTAN SOAP Co., makers of SWEETHEART SOAP, offered KFRC listeners a premium, it found that SWEETHEART SOAP had done a masterful job of wooing and winning the San Francisco, Cal., audience. Offered as a mail-pull device was a combination dictionary and atlas in exchange for three SWEETHEART SOAP labels and 15 cents in the coin of the realm. Received in 18 broadcasts were 9,349 orders. Batting average per broadcast: 520!

Operating on a split-sponsorship, MANHATTAN takes over the noon broadcasts on Tuesday, Thursday and Saturday. Monday, Wednesday and Friday the quarter-hour round up of Associated Press and International News Service

copy is aired for the GOLDEN STATE MILK Co.

**AIR FAX:** Latest Hooperating on this program is 4.7 with 27.7 per cent of the audience. Newscaster Parker Gayman handles the show, edits the copy.

*First Broadcast:* 1935.

*Broadcast Schedule:* Monday through Saturday, 12:00-12:15 P.M.

*Preceded By:* Mutual Goes Calling.

*Followed By:* Songs of the Allies.

*Sponsor:* Manhattan Soap Co.; Golden State Milk Co.

*Station:* KFRC, San Francisco, Cal.

*Power:* 5,000 watts.

*Population:* 637,212.

*Agency:* Franklin Bruck Advts. Agcy., for Manhattan Soap; Ruthrauff & Ryan for Golden State Milk.

**COMMENT:** There isn't much doubt that premium merchandising, properly conducted, can be a terrific sales stimulant, and advertisers who have taken the trouble to discover and use its technique, often have swept to enormous success. When put on a self-liquidating basis, premiums have been a form of showmanship which offers extra, added value and buying inducement to the customer, plus an operating profit to the advertiser.

## Home Furnishings

**GREETINGS AND SALUTATIONS** When KRBM, Bozeman, Mont., first took to the airwaves in 1939, the EARL S. MARSHALL FURNITURE STORE extended *Greetings and Salutations*, has been on the air ever since. That it must be satisfied with radio or it wouldn't have continued, goes for MARSHALL'S. It intends to stay with radio as long as there is furniture to carry in stock.

*Greetings and Salutations* features semi-classical music, notices of church services, lodge and club meetings, birthday greetings, social organization notices, other public meetings to which no admission charge is made. Organizations may send notices to KRBM, or leave them at MARSHALL'S on sponsor's prepared form.

Presented thrice weekly at the dinner hour, *Greetings and Salutations* draws hundreds of requests a week. These self same letters give MARSHALL'S an excel-

lent window display when mounted on posters. *Wartime hook*: once a month, the program is turned over to a salute to the boys of Gallatin County who have left or are leaving for the armed forces.

**AIR FAX:** *First Broadcast:* October, 1939.

*Broadcast Schedule:* Monday, 6:15-6:30 P.M.; Wednesday and Friday, 6:30-6:45 P.M.

*Sponsor:* Earl S. Marshall Furniture Co.

*Station:* KRBM, Bozeman, Mont.

*Power:* 250 watts.

*Population:* 8,655.

**COMMENT:** Year in, year out, programs of this kind have done a job for sponsors, have been especially effective in communities where scattered populations create a communications problem which radio has admirably solved.

## Grocery Products

**LADY'S CHOICE** To help dealers make **CROWN PRODUCTS** *Lady's Choice*, 5,000 counter cards were distributed to grocery stores from Bakersfield, Cal., to Eureka. To its salesmen, **CROWN PRODUCTS** gave 30,000 postcards to pass out: cards are now in their fifth printing! *Purpose of the fanfare:* to showmanize sponsor's three and one half-hour morning variety show. *Purpose of the show:* to help dealers sell **CROWN PRODUCTS** bleaches, jams, jellies, preserves, pickles, mayonnaise, salad oil, etc.

President J. Smooke originally signed on the dotted line for a three-month's contract, found the show an emptier of grocer shelves. Publicity stories and mats sent to 150 Northern Californian newspapers got the show off to a good start. Space in the *Pacific Coast Review*, the *Retail Grocers' Advocate*, and the *Super Market Bandwagon* got the trade's one hundred per cent backing.

**AIR FAX:** Star of the show is song-bird Monica. Music, news items of interest to the distaff side, recordings of the latest popular recorded music, a book review, news highlights, and interviews are presented in 15-minute units. Entire program is scripted on the light side, with commercials woven into the show itself. Breaks between periods are devoted to public service announcements.

*First Broadcast:* April, 1942.

*Broadcast Schedule:* Saturday, 8:30-12:00 (noon).

*Preceded By:* News.

*Followed By:* News.

*Sponsor:* Crown Products Corp.

*Station:* KSFO, San Francisco, Cal.

*Power:* 5,000 watts, (d).

*Population:* 637,212.

*Agency:* J. H. Diamond & Co. Agcy.

**COMMENT:** Invaluable in getting mass distribution and acceptance is dealer good will and cooperation. Well worth the effort is promotion which lines up the dealer behind the show, acquaints him with what the manufacturer is doing to help him sell merchandise.

## Manufacturers

**THIS IS AMERICA** With a job to do for Uncle Sam, the **CLEVELAND PNEUMATIC TOOL Co.** found the labor shortage a tough nut to crack, finally decided to put on the pressure via the ether waves. To achieve its ends, **PNEUMATIC TOOL** turned the assignment over to **WHK**, Cleveland, O., and the transcribed series, *This is America*.

Non-war workers were appealed to on the basis of patriotism to come into defense industries, take jobs with **PNEUMATIC TOOL**. Proof that sponsor chose the right tool for the job: seven broadcasts brought more applicants for jobs than any other type of help wanted advertisements the company had used.

**AIR FAX:** Transcribed program is devoted to biographical sketches of famous Americans. Radio pages of the three Cleveland daily newspapers keep listeners on the **WHK** beam.

*First Broadcast:* December, 1942.

*Broadcast Schedule:* Thursday, 9:15-9:30 P.M.

*Preceded By:* Gabriel Heatter.

*Followed By:* Spotlight Bands.

*Sponsor:* Cleveland Pneumatic Tool Co.

*Station:* **WHK**, Cleveland, O.

*Power:* 5,000 watts.

*Population:* 1,111,449

*Agency:* Bayless-Kerr Advts. Agency.

*Producer:* Frederic W. Ziv.

**COMMENT:** With labor shortages assuming alarming proportions in key industrial centers, more and more industrialists have turned to radio to help them solve this difficult problem. Sponsors who offer the general public a program with real entertainment value are almost certain to get best results from radio advertising, regardless of the purpose for which the campaign is intended.



# SHOWMANSHIP IN ACTION

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

## Beauty Supplies

**SCREEN GUILD PLAYERS** Radio as an advertising medium stands or falls by the amount of interest it creates. But this interest doesn't come solely from the listening audience. Equally important is the enthusiasm of the sales force.

To achieve just that for its KNX program in Hollywood, Cal., **LADY ESTHER COSMETICS** invites employee groups from large drug and department stores in the Los Angeles area to studio performances of the *Screen Guild Players*. Blocks of tickets are distributed directly to retail outlets.

Among those who have applauded *Screen Guild Players* to date: **WOOLWORTH'S**, **THRIFTY DRUG CO.**, **THE MAY CO. DEPARTMENT STORE**, **BROADWAY DEPARTMENT STORE**, and **SONTAGS**. Drug and cosmetic experts from **BULLOCKS** and **NEWBERRY'S** have also been a part of the claque.

**AIR FAX:** Dramatic presentations of recent screen successes featuring leading picture stars give the studio audience its money's worth. Seen and heard this season: such offerings as *Mrs. Miniver*, *Goodbye, Mr. Chips*, *Holiday Inn*, and *Ball of Fire*.

**First Broadcast:** October 26, 1942.

**Broadcast Schedule:** Monday, 10:00-10:30 P.M.

**Preceded By:** Lux Radio Theatre.

**Followed By:** Blondie.

**Sponsor:** Lady Esther Co., Chicago, Ill.

**Station:** KNX, Los Angeles, Cal.

**Power:** 50,000 watts.

**Population:** 1,497,074.

**Agency:** Pedlar & Ryan, Inc.

**COMMENT:** Trade contact procedure builds up enthusiasm not only for the campaign with which it is connected but

it also builds up belief in the medium of radio.

## Home Furnishings

**HOCKEY** Long before gas rationing, the stay-at-homes who had ringside seats to sporting events via radio far outnumbered those in actual attendance. Today, that same audience is of necessity larger than it has ever been before. To stay at home is one thing. To like staying at home is a horse of a different color. Because the **IDEAL FURNITURE CO.**, Indianapolis, Ind., has the wherewithal to make home surroundings comfortable and attractive, it took on sponsorship of the Indianapolis hockey schedule over **WFBM**. From November 1, 1942, through March 14, 1943, **IDEAL FURNITURE** gave listeners the complete season of home games.

Added dash of showmanship to its hockey series; a salute to one of the Indianapolis defense industries on each Sunday night home game. Paying tribute where tribute was due, **IDEAL** signaled out in each case, a guest of honor whose production record or suggestions for factory improvement made him the *Man of the Week*. Introduced as the *Ideal Guest of the Week* over the public address system in the Coliseum prior to game time, as well as during the broadcasts, the recipient of honors got something to put his teeth into: a 25 dollar merchandise certificate which would be converted into a War Bond.

While the applause and interest of radio listeners over **WFBM** was one thing, **IDEAL** received double barreled promotion through its *showmanstunt*. Interest created in the various and sundry plants prior to the selection of the guest of honor, and follow-ups with photographs and an account of the award published in plant house organs, were all to the good.

**Additional tie-up:** **WFBM** purchased display space in hockey programs, featured in the ad the name of the guest of honor and the war plant in which he worked. In sportcaster Bert Wilson's hockey column published in the pro-

gram, he too paid *kudoos* to the guest of honor. As a give-away to shoppers who visit at IDEAL after the game: free copies of the souvenir programs.

**AIR FAX:** Play-by-play accounts of each game are given by sports commentator Bert Wilson. Mid-week games are transcribed, played back from 11:00-12:00 P.M. Sunday night games are broadcast during time of play from 10:00 P.M. through to the completion of the game.

*First Broadcast:* November 1, 1942.

*Broadcast Schedule:* Sunday, 10:00-11:00 P.M.; week-days, 11:00-12:00 P.M.

*Sponsor:* Ideal Furniture Co.

*Station:* WFBM, Indianapolis, Ind.

*Power:* 5,000 watts.

*Population:* 422,666.

**COMMENT:** Entertainment of this kind is one that the late evening listener who follows sporting events will be certain to enjoy. Since surveys show that men and women listen almost equally to play-by-play accounts, sponsor who takes on events of this kind does not necessarily restrict his audience. As a program and a good will builder, the tie-in here with defense plants is a humdinger, embodies real *showmanship*.

## Manufacturers

**HOUSEWIVES' JACKPOT** What color is the CELLOWAX container? What's the design on the KRIS-P-CHU peanut butter label? Housewives in the know hit the *Housewives' Jackpot* when their telephones ring, and they can correctly answer the announcer's question. Out of the cash register for answers *on-the-nose* come five dollars in War Stamps from participating sponsors. Awards pyramid daily until won.

Since the show is designed for, limited to, six non-conflicting, participating accounts, each account is mentioned in the opening and closing announcements, as well as in a 125-word daily announce-



ment. Each sponsor has *It's Day* once a week to dominate the program. Telephone calls are put through within a 30-mile radius of Philadelphia, Pa.

While it's War Stamps for those familiar with sponsors' products, those not in the know receive one simoleon with the advice that they use the money to familiarize themselves with all of the advertised products.

Since it's easier to remember the features of all six products if they're at home on the pantry shelf, each day's product is announced two days in advance. Device enables listeners out to hit the jackpot to acquaint themselves with the packages at their grocers. In a three months' survey, 19 per cent of the persons called were tuned in on the show; one-third of them were able to identify the product of the day. News picture displays in Philadelphia stores, advertisements in two major Philadelphia dailies keep audiences warmed up, rarin' to go.

**AIR FAX:** Program consists of commercials, music, and the awarding of War Bonds and Stamps.

*First Broadcast:* 1940.

*Broadcast Schedule:* Monday through Saturday, 9:00-9:30 A.M.

*Preceded By:* Daily Devotions.

*Followed By:* Your Unseen Advisor.

*Sponsor:* Vano, Cleaner; Cellowax, Floor Wax; Mrs. Morrison's Puddings; Kris-P-Chu Peanut Butter; Mentos, Hair Tonic; Dioxogen Cream, Skin Cream.

*Station:* WIBG, Philadelphia, Pa.

*Power:* 1,000 watts.

*Population:* 2,081,602.

**COMMENT:** An essential for a straight merchandising show is showmanship in some form or other. Prizes need not necessarily be large, if the prize money is awarded over a long enough period of time. Here is another way in which consistency in radio pays.

## Paint Supplies

**RUMPUS ROOM** When the music goes 'round and 'round in WTMJ's *Rumpus Room*, cmcee Johnnie Olson doesn't lack for company. For the 10:30 to midnight Monday-through-Friday informal show with guests, music and stunts, Johnnie came up with a *Sing with the Record* contest. The *acid test*: mail aver-

ges over 2,000 pieces weekly, and hundreds of Milwaukee, Wis., singers have been auditioned. Six are presented weekly, and a contest of *champs* every seventh week pushes out the walls of the *Rumpus Room*.

College nights get a rating. Women's lubs bring their knittin', are served a 'snack' as some sort of a climax to the participating show.



**AIR FAX:** Show consists of Olson as *Rumpus Room* host, assisted by two of his own character creations; Bumpy Klaxon, the typical fella next door, and Olson's own Cousin Olaf, Scandinavian handy-man. Records of top-flight bands are played, and guest band leaders appear regularly. Two five-minute news reports fall within the hour-and-a-half to help pace the show.

**Special promotion:** daily station-break spots done in a comical way, transcribed by Olson; 2 inch ads in the *Milwaukee Journal Green Sheet*; theatre lobby displays, and displays in record store windows.

Commercials, written by Olson, are in a friendly, conversational manner. Sold on a participating basis, sponsors include beer accounts, night clubs, department stores, service stations, auto supply houses, clothing stores and food products.

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

**Broadcast Schedule:** Monday through Friday, 10:30-12:00 Midnight.

**Preceded By:** Dance Music.

**Followed By:** Station sign-off.

**Sponsors:** Miller, Gettelman, and Fox Head Brewing Co.'s; Gimbel Bros. Department Store; Wadham's Division of Socony Vacuum Oil Co.; Mautz Paint Co.

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

**Power:** 5,000 watts.

**Population:** 680,434.

**COMMENT:** Even businessmen completely sold on radio as an advertising medium have shied away from the bogey-man of late evening programs. While the present emergency will undoubtedly do a great deal to change listening habits, sales increases are the only things which will change the attitude of would-be sponsors. Participating sponsorship of a show of this kind is almost certain to be a sure-fire thing for sponsors whose products appeal to late evening listeners. Chief advantage of an hour-and-a-half long show: program gives ample time for the advertising messages of all sponsors to be aired without undue crowding.

## Photographers

**DATE AT REVELLE** Perhaps some soldiers roll out of bed to the raucous strains of a battered bugle, but they

don't at streamlined, up-and-coming Lowry Field, Denver, Col. There, the doughboy is gently coaxed out of bed by an unbeatable, albeit unofficial combination, of sweet music and informal conversation. How to make bunk-making, sweeping, mopping, other obnoxious early morning chores easy is taught in one lesson: it's a *Date with Beverly at Reveille*.

It is not only army men who are up with the chickens. A prepublication offer of a pocket-sized atlas brought 385 requests, a large portion of them from civilians.

What commodities most frequently pass between civilians and their soldier sons, husbands, lovers and brothers? Photographs, candies, and jewelry are high up on the list. Between chit-chat on things social, military, athletic and personal, and popular recordings, Beverly plugs such merchandise on this participating show.

**AIR FAX:** *Date at Reveille* is designed primarily for the local Army posts (Lowry Field and Fort Logan, both part of the Air Corps Technical School; Fitzsimons General Hospital, and Fort Francis E. Warren, just over the Wyoming border).

**First Broadcast:** October 20, 1941.

**Broadcast Schedule:** Monday through Saturday, 5:30-6:30 A.M.

**Preceded By:** 950 Club.

**Followed:** M. W. F., Rise and Shine; T., Th., S., Health Message.

**Sponsor:** Kenmark Jewelers, Morris Studio (Photographers), Bauer's Confectionery Co., Mead-Pursell Studio (Photographers), May Co. (Dry Goods), Marlin Razor Blades.

**Station:** KFEL, Denver, Col.

**Power:** 5,000 watts.

**Population:** 303,273.

**COMMENT:** With war conditions and 24-hour shifts changing the pattern of civilian life, it is not only the soldier who is a good listening prospect for an early morning show of this kind.

# WHAT THE PROGRAM DID FOR ME



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

## Men's Wear

**DAWN PATROL** "During the first two months our show was on WOL we had a sales increase of 18 per cent over the same two months of the previous year. During the first quarter of that year our business was up approximately 20 per cent over the first quarter of the previous year.

"We had very little snow during this period, whereas the previous winter we had three heavy snow storms, which is very essential in our line of business for good sales during the winter months. Under the circumstances, we would have felt fortunate in just meeting our last year's figures. Therefore, our large sales increase was truly spectacular.

"On various occasions we have featured different articles of our own brand on the *Dawn Patrol* with results far above expectation."

L. ROSENFELD

*The Pep Boys, Inc.  
Philadelphia, Pa.*

**AIR FAX:** Having built up an audience of war workers during the early morning hours with its all-night radio programs, Pep Boys, auto accessory chain store, set aside for the duration a business policy adhered to consistently for 21 years since the inception of the business. For the first time, Pep Boys extended its line of merchandise beyond the auto accessory field to include the sale of work clothes.



Not only does the *Dawn Patrol* bring news, music and chatter, but it also broadcasts important radio events that occur during the daytime hours. Program rolls up a total of 34½ hours of air time a week, or nearly 1,800 hours yearly.

Originally, the show was an all-request musical program conducted nightly except Tuesday, from 1:00 A.M. to 6:30 A.M., with Mort Lawrence at the

controls. To meet censorship requirements, requests are held for two or three days. Two months' mail-pull: 2,388 requests! Requests come by wire, but contrary to pre-war format, no telegrams are read verbatim on the air.

Maurice L. Strauss, president of the Pep Boys, whose firm uses radio extensively in Philadelphia, New York, Washington and on the West Coast, converts *Dawn Patrol's* commercial use to exploitation of its new line of merchandise.

One of the first commercial organizations to sponsor a full all-night radio broadcast, the Pep Boys are now in its fourth year of consecutive broadcasting, has accumulated more than 7,000 hours.

*First Broadcast:* October 29, 1940.

*Broadcast Schedule:* Nightly, except Tuesday, 1:00 6:30 A.M.

*Preceded By:* News.

*Followed By:* News.

*Sponsors:* Pep Boys, Philadelphia, Pa.

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

*Power:* 1,000 watts.

*Population:* 521,886.

*Agency:* Thomas F. Harkins & Co.

**COMMENT:** That music, mirth and miscellany is as productive in the still of the night as it is during daytime hours is sponsor's experience here. It is fitting that a sponsor with a line of merchandise that night shift war workers demand should also service these workers with needed entertainment and education.

## Bakerie

**"BRUNCH TIME"** *Brunch Time* began April 1 as a three-time a week proposition. Response was so good that after the first three times, our client, FEHR BAKING Co. requested that we go across the board with it. We feature special ads in the radio pages of the Houston paper to publicize the program for FAIRMAR BREAD.

"This agency has put many shows on the air in this part of the country. Some have been very good and others very mediocre, but somehow this little program clicked from its very first broadcast and all concerned are very happy.

DALE C. ROGERS, JR.

*Rogers-Gano Advertising Agency, Inc.  
Houston, Tex.*



**AIR FAX:** Over the back fence gab session is put on by Frances Fair, alias Thelma Dodge. Musical reminder: organist Fred Gibbons, whose mood and background music dresses up the show.

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

**Broadcast Schedule:** Monday through Friday, 9:30-9:45 A.M.

**Sponsor:** Fehr Baking Co.

**Station:** KXYZ, Houston, Tex.

**Power:** 1,000 watts.

**Population:** 293,409.

**Agency:** Rogers-Gano Adv., Inc.

**COMMENT:** No sure-fire test for radio success with individual programs has yet been devised for would-be sponsors. However, informal chatty morning programs have been universally successful in selling the feminine market.

## Bakeries

**THREE-STAR FINAL** "1943 will be the third consecutive year that we have been on KSAL, Salina, Ka., with our *Pan Dandy Three-Star Final*, 5:00 P.M. news. Radio is now as much a part of our advertising plans as any medium.

"We have found that radio advertising, if used consistently, makes all of our other advertising more efficient. And we find that a combination of more than one advertising medium is necessary if you are going to reach the consumer in a really up-to-date manner. It is the old story of a bundle of sticks, "Tie them together, and your sales message will get greater penetration.

"We find that our advertising message on KSAL serves as a sales stimulant in both the Hutchinson and Newton markets where PAN DANDY BREAD is sold."

**W. R. WHITE**

*Manager*

*Sutorius Bread Co.*

*Salina, Ka.*

**AIR FAX:** *First Broadcast:* 1940.

**Broadcast Schedule:** Monday through Saturday, 5:00-5:15 P.M.

**Sponsor:** Sutorius Bread Co.

**Station:** KSAL, Salina, Ka.

**Power:** 1,000 watts.

**Population:** 21,073.

**COMMENT:** Recent gains in day-part and incidental ratings for news programs is unmistakable evidence for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.



# JOHNNY ON THE SPOT

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

## EAR MARKED FOR SUCCESS

Perception of new trends is one of the hall marks of successful business. WEIS & FISHER FURNITURE Co., Rochester, N. Y., has shown ample evidence of it in more ways than one. In November, 1934, WEIS & FISHER signed its first radio contract with WHEC, has been associated with the station ever since.

In keeping with its policy of keeping up with progressive trends in salesmanship, WEIS & FISHER shifted its business location late in 1936 from a conservative, exclusively prestige spot to a more popular shopping center. Just as radio turned out to be a profitable innovation, its new location opened up a considerably wider market which in no way hampered the concern's reputation for discrimination and quality.

Present WEIS & FISHER contract with WHEC calls for a 12:15 P.M. spot announcement Monday through Saturday, others at 9:00 P.M. Tuesday, and 7:15 P.M. Friday. In addition to its 8-year-old record of spot announcements, WEIS & FISHER have also used WHEC's *Musical Clock* period.

## STILL GOING STRONG

In 1937, the MISSISSIPPI VALLEY TRUST Co. decided to bank on radio, invest part of its advertising budget in 30-word live spot announcements on KSD, St. Louis, Mo. Ever since, men and women listeners have heard, seven times a week, MISSISSIPPI VALLEY announcements on banking and investment, to the current tune of 2,184 times.

Although it took to the KSD air waves

one year earlier, GRIESEDIECK BROTHERS BREWING Co. is running neck-and-neck with MISSISSIPPI VALLEY TRUST in the number of times each has been on the air. *Reason:* GRIESEDIECK began on a six-a-week *sked*, still sticks to that post.

#### MEET MR. DEBUNKER

When bees buzz from flower to flower, they are not gathering honey; they're collecting nectar. But here's a fact: (*local live commercial announcement*). Interesting and educational are the 22 transcribed one-minute announcements featuring *Mr. Debunker*. The latest release by TRANSCRIBED RADIO SHOWS, the series was bought up by 23 sponsors in different cities in a single day.

#### THE BLOOM IS OFF

What influence has the short, novelty radio announcement? At the University of Minnesota, Minneapolis, Minn., researchers Albert Brounstein and Newton Stein punched doorbells, proceeded to round up housewives, high school and college students, to answer this question.

Unanimous were the three groups in their dislike of this type of commercial, although considered separately, housewives tended to like this type of announcement, high school students lined up in neutral territory, and college students were vociferous in their dislike.

Most frequently recalled announcement among all groups was that used for DENTYNE, with BEEMAN a runner-up. In this memory recall test, high school students came out with top honors, responded with more products than either college students or housewives.

Since the final test of any commercial is sales figures, it was interesting to note that just as DENTYNE was the most frequently recalled announcement, followed by BEEMAN'S GUM, these two were among the top four of the most frequently purchased items.

*Appendix:* interviewers pointed out that announcements not stated clearly, i.e., *Gimme a package of beeman's peeps in-chewing gum please*, are least apt to be remembered.

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# SHOWMANTIPS

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*Presented here are a few new sponsored radio offerings for the defense worker on the night shift.*

## Beverages

**FIVE-MINUTE MYSTERIES** Wide-awake sponsor, the COLUMBIA BREWERS, INC., St. Louis, Mo., gives wide-awake night owls a *Five-Minute Mystery*, six times a week, Monday through Saturday, at 11:05 P.M. Featured in this transcribed series is a complete mystery story with its solution. While COLUMBIA BREWERS, makers of ALPEN BRAU BEER, have sponsored an evening musical show, *Julie O'Neill & Co.* for six years over KSD, St. Louis, Mo., sponsor is now making a bid for the late-to-bed listener. Radio campaign is rounded out with a 11:40 P.M. *Top Tune of the Day* musical offering Monday, Wednesday, and Friday.

**SPORTS PAGE** While daytime and early evening listeners still are the backbone of commercial radio, the challenge of the *something new added* in the shape of the defense industry worker was met for ALTA WINERY, Dinuba, Cal. Its *Sports Page* with Sam Balter, on KMPC, Beverly Hills, Cal., killed two birds with one stone. At 6:00 P.M. nightly the quarter-hour show hits the dawn to dusk worker. A repeat broadcast at 10:00 P.M. is slanted at the night toiler.

## Men's Wear

**GRAVEYARD GAETIES** To reach the thousands of San Francisco bay district war plant workers on their 3:00 A.M. lunch period during the graveyard shift ROOS BROTHERS, clothing store chain took on sponsorship of the new quarter-hour KGO offering heard six times a week. Institutional commercials are short and to the point. Arrangements have been made to pipe the program over public address systems in several war plants.



## NEXT MONTH

**VERN C. SOASH**, Savings Department manager and advertising director of the MINNESOTA FEDERAL SAVINGS & LOAN ASSOCIATION, St. Paul, tells *how* and *why* radio is a primary advertising medium for his business. Current bell ringer over WTCN: *Hello Soldier, Hello Sailor*.

**FRANK SMITH**, manager of the SALT LAKE KNITTING STORE, Salt Lake City, U., had his eyes opened as a radio time buyer in the early '20's, has been a consistent KDYL user ever since. *Women at War* is today's choice.

**JESS STERN**, advertising director of the SUMMERFIELD FURNITURE CO., Boston and Lawrence, Mass., speaks of *Easy Chairs 'n Things*. Radio scores a bull's-eye with direct price appeal to middle class purchaser.

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



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HOWARDSON'S A PICTORIAL HISTORY OF THE MARCHING BAND

magazines. The conventional reading method of placing the pages in permanent, chronological order. Each volume (1971) is a masterpiece. ★ ★