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Showmanship



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30 TESTED PROGRAMS FOR BUSINESSMEN



YOUR BUSINESS AT A GLANCE

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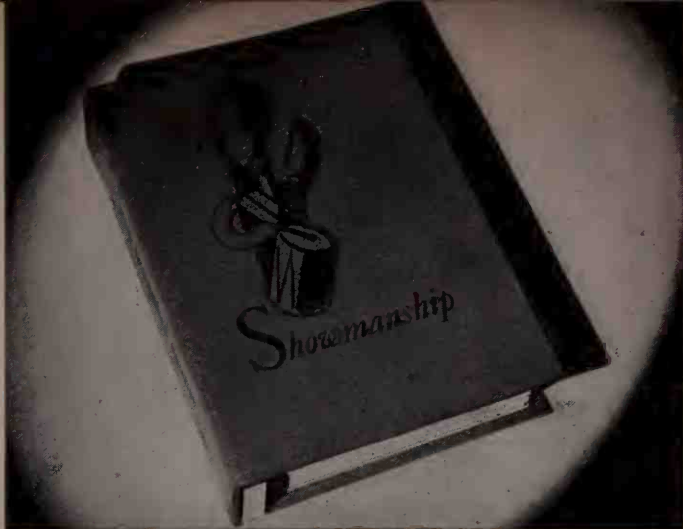
If you don't have the June issue, order it now!

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BUY
UNITED STATES

War

SAVINGS BONDS

... for your own personal security
... for your country's defense



Invest for **VICTORY**



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Goal To Go!

NOT every one goes to baseball games. Not every one attends football games. Seldom are the S.R.O. signs out at *all* hockey games, basketball matches, tennis meets, horse races, or what have you, that make up the national and local sports picture. But there are few on this side of the Atlantic who, during the course of the year, fail to witness at least one of these events.

Most of these grandstanders have played sand lot baseball, or volleyed a tennis ball across the net, but this doesn't explain their interest in these sports. It would require a battery of psychologists to explain just *why* the names of gridiron heroes and baseball champs are bandied across the dinner table along with the names of other members of the average family, but the fact remains that this is a nation of spectators which takes its sports seriously.

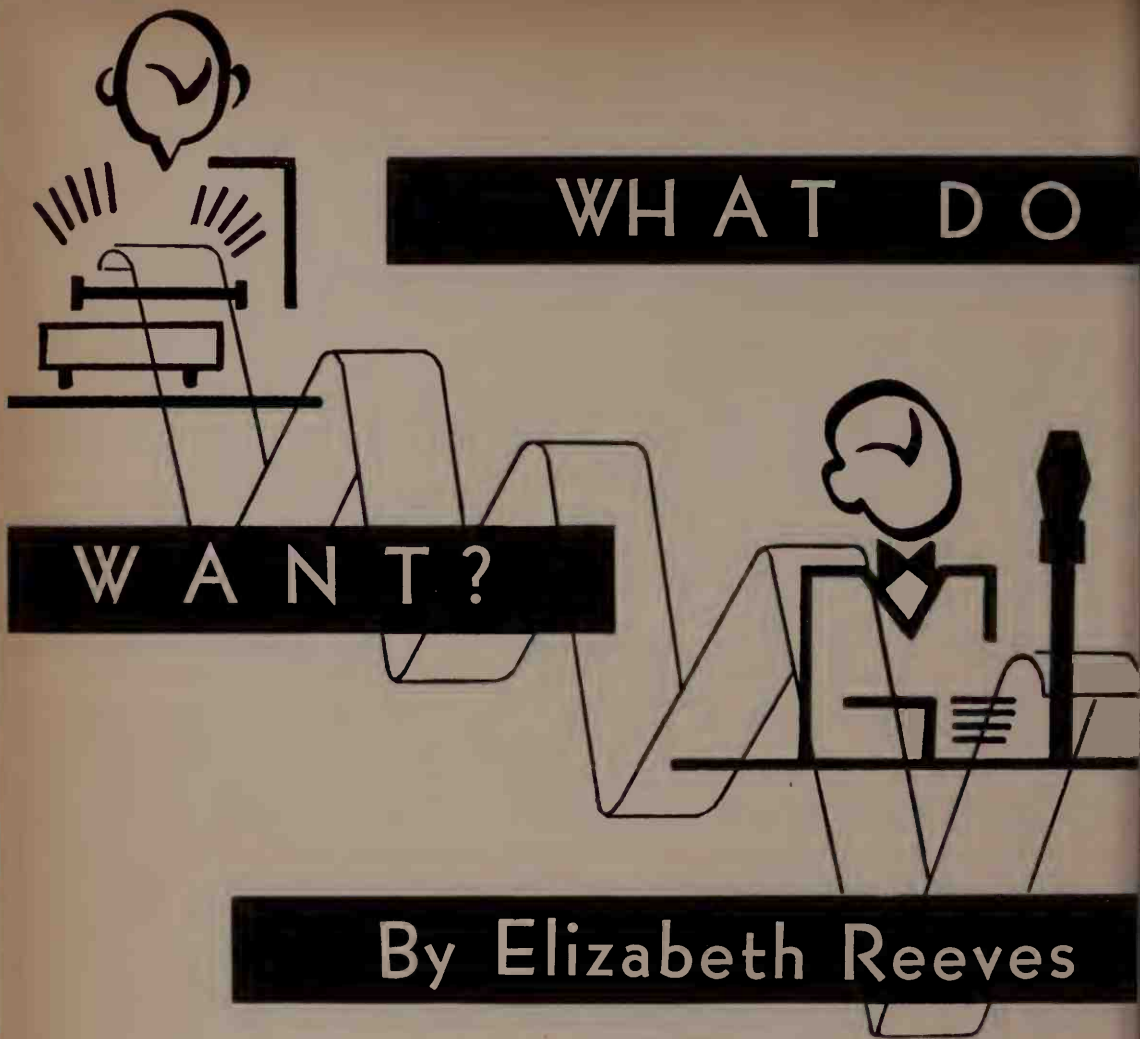
It wants its play-by-play broadcasts. It wants its sports reviews. In the daily newspapers, no section has the readership of the sports page. In radio, even soap operas pale for afternoon listening when a football or baseball game is on the air.

In newspaper advertising, the advertiser is a spectator along with his clients. He may take newspaper space in the sports section and count on a reading public to see his display, but he gets no credit for the editorial content of these pages. The radio advertiser who runs up the sports banner becomes a key-man in the sports scene. Full credit is his for the editorial content of the program, and in backing the team, he gains the ear of a tremendous listening audience.

That public transcends economic and social status, as well as age levels and sex lines. Children know the batting averages of their diamond heroes. The football audience is an all family group. White collar worker and ditch digger, bank president and night watchman all have ring-side seats. With the editorial content the prop for his commercial message, the sponsor who rides with the sports fans has the odds in his favor, regardless of what the business, or what the commercial job to be done.

American radio at war, fills a double-barrelled function. While it keeps listeners informed about the war, it also gives them a means for temporarily escaping from harsh reality. The advertiser who pitches a sports program contributes to the later function, and uses one of the most powerful of persuasive editorials available to him.

The Editors



By Elizabeth Reeves

THE question, *What Do Radio Audiences Want*, is not a difficult one to answer when one thinks of a radio audience not as a group set apart but rather as composed of people very like oneself or one's neighbor.

In general, the radio audience wants whatever is uppermost in the public mind at any given moment. There has been a big upswing of interest in news broadcasts in the last two years. It does not take an extensive research to give us the answer to this. Obviously, news is now the personal concern of most Americans. If sponsors of radio programs would apply this very simple yardstick to any material they propose to use, they would find the answer to their question ready-made for them.

What are people talking about? First of all, the war. This has given us our upsurge of news programs as well as all the Army programs, such as *The Man Behind the Gun*, *The Army Hour*, and the military commercial slant of war bonds for prizes and cigarettes to the Armed Forces. It has also given us subjects for talks; *Town Meeting of the Air*, *People's Platform*, *Chicago Roundtable* and other discussion programs are all stemming from the war.

War conditions, too, are responsible for the trend toward rationing and other adjustments to wartime living which are found in abundance

DIO AUDIENCES

Timeliness as Radio Yardstick Determines What Public Wants Says Vice President of the Knox-Reeves Advertising Agency

on many household programs. In the field of drama, most of the day-time serials have also followed the trend. Many of the plot situations in the serials today are based on circumstances produced by war.

The theory that the soundest principle is to give people more of what they are already surfeited with may seem to be in conflict with the escape school of thought which believes that the most popular move is away from reality. To a certain extent, this is true. When the reality is entirely without glamor or excitement such as the depression was, there is a noticeable effort to escape from it; but when reality touches every phase of living, and when it has within it all the dramatic elements which stir the imagination and move the emotions, any effort to produce synthetic drama is apt to pale beside it.

In my opinion, the wisest purveyors to public taste are the song writers of Tin Pan Alley. Irving Berlin, the master of them all, had only to ask himself one question before producing the biggest song hit in Tin Pan Alley history. The question, of course, was "What is every service man and every mother and every lonely war wife dreaming about as our first real war Christmas draws near?" In *White Christmas*, millions of people found the answer to their own perhaps unspoken dream. Any history of popular song hits is also inevitably a history of social and political changes from *Over There* to *Brother Can You Spare a Dime* and *I Can't Give You Anything But Love, Baby* through all the love nests and blue rooms and moonlights which pay tribute to the constancy of young love and the nesting instinct.

It would seem, therefore, that looking at the problem from the angle of past experience, two major factors should be considered in choosing radio material for the public. First of all, a consideration of what is happening to the public at the moment when the program is under consideration. If they are in the grip of some overwhelming experience that is dramatically and emotionally satisfying to them, even though they may also be suffering from it, they will on the whole not want to be diverted from this experience. If, on the other hand, the epoch is a peaceful one without any such overwhelming experience, they will revert to susceptibility to basic human interest appeals.

The special thing, the sophisticated thing, the intellectual or esoteric thing, is always a gamble. Perhaps the answer to this is that people as a whole do not really want it. There is no urge or impulse toward it. It can sometimes be sold to them and they will accept it and enjoy it, but one is safer in dealing with the public if the material given to them seems to come as an answer to a well established yearning on their part. In this regard, your question of what radio audiences *want* could not be

(Continued on page 234)

RETAILERS and other local business establishments for some time have experimented with the use of radio as an advertising medium. A number of such businessmen have found radio a highly productive selling tool. Others have used this medium only timidly or not at all.

Why have some retailers and other local businessmen used radio and others not? Why have some obtained outstanding results and others mediocre returns?

tive advertising cost, and other pertinent information.

Some have already received the questionnaire and others will receive it before fall. It is hoped that every business man will read it and fill it out.

In addition to the questionnaire part of our study, personal interviews will be held with several hundred retailers in various parts of the United States. In these interviews more detailed data will be secured for analysis. Naturally, no

all communities can be visited personally, but we would appreciate it if businessmen with a good story to tell would write up about it. This will be of particular help in supplementing

our personal interview work.

At the conclusion of this study, a report will be published and made available to the public. The final report should be of real help to many local advertisers by throwing additional light on such factors as programming, methods used to measure success, actual sales results from use of radio, types of products and services especially adapted to radio advertising, how commercials are utilized, degree to which radio promotion merchandized by station or store personnel, and the coordination of radio with other advertising efforts.

This study is timed to be of real value in the postwar period when advertising will be sorely needed to help keep industry operating at a high level. We hope that this study will be of some assistance to retailers in keying their efforts to the problems of distributing greatly increased quantities of consumer goods after the war is won. To the extent that retailers will cooperate in providing the information upon which results of this study will be based, the survey will have both immediate and future value, not only to retailers in general but also to the individual stores that make up the group

What Makes Radio Click?

C. H. Sandage, Director of Harvard Studies in Retail Advertising Raises a Question, Asks for the Answers

When should local advertisers use spot announcements and when programs? What procedures should be followed to obtain maximum benefits? Is radio better suited to some types of retail establishments than to others?

These and other questions have no doubt been asked by local businessmen many times. Answers have not always been found. Little has been done to determine the real part radio can play in helping retailers and service operators to promote successfully their merchandise and services or to determine what factors are vital to the proper use of radio by such merchants.

It is because of this void that the Harvard University Graduate School of Business Administration is making a detailed study of this entire field. This study is a down-to-earth approach to a careful analysis of radio advertising. An answer to the question *What Makes Radio Click?* is an important goal of the study.

We have prepared a two-page questionnaire designed to obtain data about the character of radio use, its importance in the entire advertising picture, type of programs and commercials used, sales results, influence of radio on rela-

Seasonal Concentrations On
Departments Break Records

Pitched to Sportsmen

By W. W. Millikan, of the
J. W. Millikan Sport Shop



● *Way Back When* got a great big hand from Hammond, Ind., pioneer residents. To tie-in with the J. W. MILLIKAN SPORT SHOP radio offering, sponsor gathered early relics for a special window display. Send-off for the new program: first in the series was a store remote. *Left to right:* WJOB announcer, Tom Schulfer; Mayor Bert Smith; store manager Walt Millikan, and WJOB program director Stan Davis.

FIRM belief in the consistent use of radio as an advertising policy has paid large dividends for the J. W. MILLIKAN SPORT SHOP. The constant use of radio as an advertising medium has made the MILLIKAN name synonymous with radio in the Calumet Region.

The J. W. MILLIKAN SPORT SHOP first advertised on WJOB back in December, 1940, using regular newscast programs, Bing Crosby quarter-hours, sports reviews and special pre-game and between game broadcasts in conjunction with play-by-play broadcasting of local high school basketball games.

While the J. W. MILLIKAN SPORT SHOP is centrally located in downtown Hammond, radio advertising has drawn buyers from many surrounding communities, and the MILLIKAN name has become associated not only with sporting goods but with radios, refrigerators, stoves, servicemen's gifts and phonograph records.

In addition to sporting goods, the J. W. MILLIKAN SPORT

SHOP finds phonograph records one of its most important departments. Today, the J. W. MILLIKAN SPORT SHOP is the largest store of its kind in the industrial Calumet Region, and has just recently annexed another record shop, which makes it the largest phonograph record dealer in the area as well. It is interesting to note that J. W. MILLIKAN introduced to Hammond the first cylinder records and the original Victor recordings. In 46 years, the store has moved but three times, each time to larger quarters.

MILLIKAN advertising policy on WJOB has always been designed so as to concentrate on a particular department for a seasonal period. Therefore, while there are two or three MILLIKAN programs on the air at the same time, the same programs are not continued indefinitely.

When we decided to expand our record department in the summer of 1941, a *Millikan Record Review* read in zany fashion took to the airways with comment on each record written by Paul Damai, radio editor and record reviewer for the local newspaper. Resulting increase in platter fan attendance at MILLIKAN record counters jumped MILLIKAN record traffic to par with a local competitor who had been established as a record dealer for many years. To sell baseball and softball equipment MILLIKAN's sponsored *The 5:45 Sports Review* with latest baseball scores and local sports dope. To sell home appliances, bottled gas, etc., to home owners, MILLIKAN's sponsored a quarter-hour of Bing Crosby's songs at 6:30 P.M. to catch families at the dinner table.

On December 7, 1942, we began sponsorship of *Way Back When*. Each weekday evening at 7:00 P.M., the strains of Irving Berlin's *Remember* bring to Calumet Region old-timers, memories of the pioneer days of Hammond, Whiting, East Chicago, Indiana Harbor, Gary and surrounding communities. Memory highlights written and announced by Tom Schulfer include pictures and vaudeville

acts appearing at local theaters ten, twenty, thirty and fifty years ago. Names are used in profusion and listeners are invited to write in when they hear their names mentioned in old stories. Recent programs have featured stories of 1911 and 1918, comparing the war activities of that war with the events of World War II. Newspaper files and historical references in the local public library visits to old-time residents, and letters from listeners provide the source material. From time to time prominent old timers are brought in for interviews. Leading questions on location of old buildings, etc., are often used to stimulate mail response.

Each program includes an old recording by such stars of yesteryear as Nor Bayes, Al Jolson, the Duncan Sister Fannie Brice, Henry Burbig, etc. Records are usually scratchy, poor reproductions but listeners value the sentimental



interest of memories revived, and voted with each other for selection of records to be played. This feature on program is tied in with the *Collector's Corner* at the MILLIKAN STORE, a department devoted exclusively to old-time records.

Commercial copy is strictly institutional, intended to attract customers through sentimental attachment. Typical copy:

Each night on this program I stress the number 46 . . . stress it as though it were a magic number. . . . Well . . . to the management and employees of the J. W. Millikan Sport Shop it is a magic number, a magic number that represents the years that the J. W. Millikan Sport Shop has served the people of Hammond and the Calumet Region . . . the number of years during which the people of Hammond and the Calumet Region have chosen the J. W. Millikan Sport Shop as

their own shopping center. . . . Over 46 years during which the J. W. Millikan Sport Shop has catered to Mother, Dad, Sister and Brother with sporting goods, household appliances, radios, repair services, and phonograph records. . . . Do you wonder why 46 is a magic number? . . . And remember that within the limits of present day restrictions the J. W. Millikan Sport Shop is today offering the same items and the same services. . . . Stop at Millikan's the next time you're downtown in Hammond.

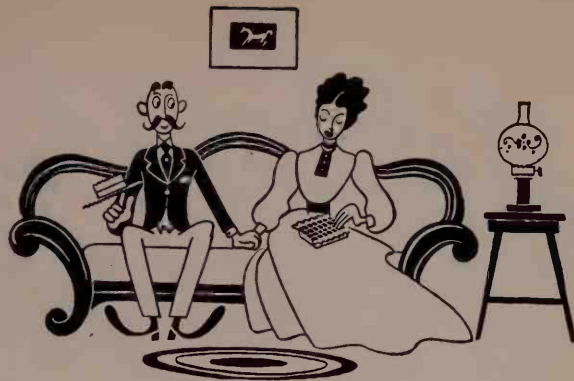
And it works! MILLIKAN clerks are continually approached by folks who tell of their shopping experiences at the MILLIKAN SHOP 20 and 30 years ago. Elderly ladies remind me that they knew me when I was a young shaver and a mascot in the baseball team managed by my father 30 years ago.

As a promotional tie-in for the program, a display of photographs, newspapers and other historical mementos of the pioneer days of Hammond and the Calumet Region was planned and announced on the *Way Back When* program. Listeners were invited to loan items to the display. Thousands of items were received, and daily traffic jams were created outside the store. The one week showing had to be extended for a second week!

The opening night of the display, the program was broadcast directly from the display window with the official dedication pronouncement made by Bertram C. Smith, Mayor of Hammond. Following the display, *Old-Timer Certificates* were offered free of charge to old-timers who wrote in asking for them. Proof that there is money in memories: over 2,500 requests were received! Interest was heightened by the fact that names were individually inscribed on the certificates.

At the present time, the J. W. MILLIKAN SPORT SHOP also has on the air four spot announcements a day, tagged on the end of new record releases which are in stock at the MILLIKAN record department. Announcer ties-in by saying that record is now available at MILLIKAN'S.

Since 1940 we have used radio advertising successfully, and have found it a very definite means of improving our business!



Owner-manager of the J. W. Millikan Sport Shop, Walter Wesley Millikan, was just one year old when his father and mother brought him from Chicago to Hammond, Ind., back in 1897. Hammond was already a thriving little community, supported by the Hammond Packing Co. and multitudinous railroads which criss-crossed the town. Feeling the town's need for a store catering to the sportsmen the elder Millikan founded the tiny (15 x 30) store which would fit comfortably into one small corner of the shop today. The original stock of the store leaned heavily to fishing and baseball equipment, though it strayed far enough from the sporting goods line to include rubber stamps and confectionery.

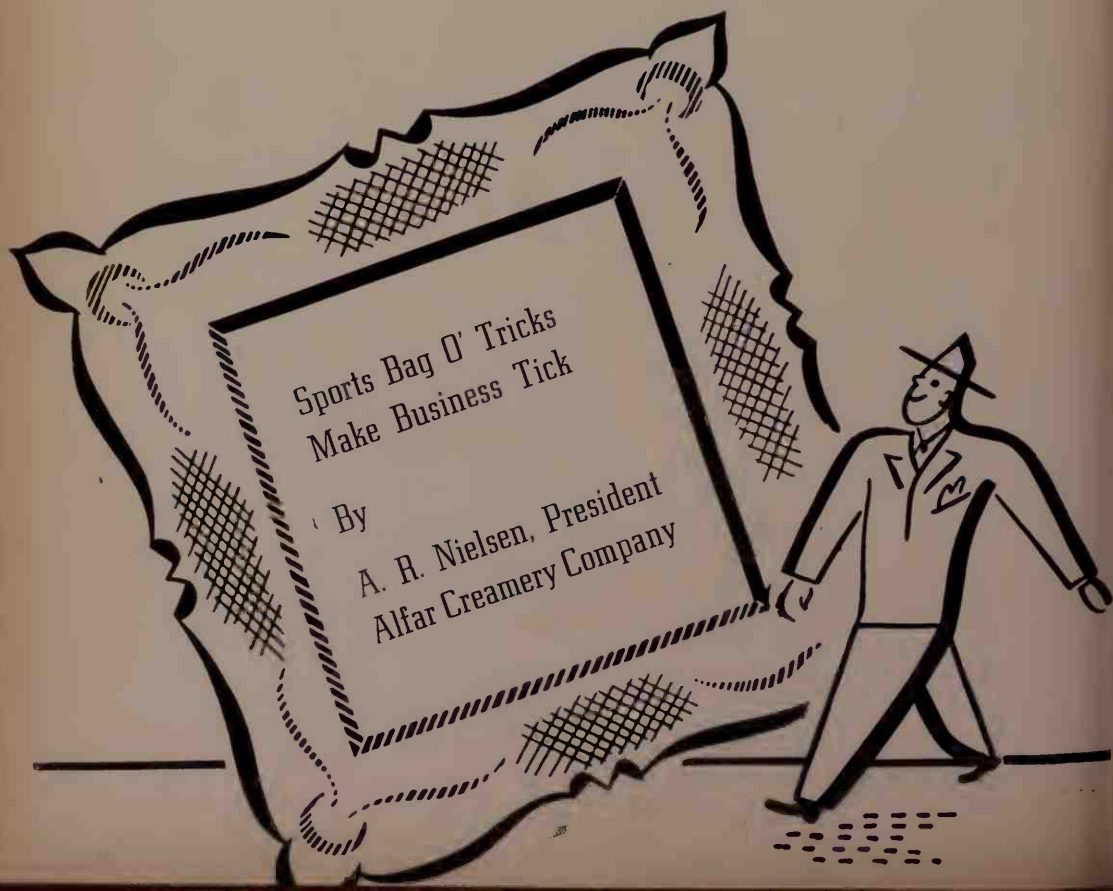
Fishing and baseball were the favorite sports of the elder Millikan and he actively sponsored and managed several baseball teams. Walter Millikan's original duties at the store were, as he reminiscingly puts it, that of, "general cleaner and show-case polisher." It was in 1920 that Walter Millikan became active in the operation of the store, and at the death of his father in 1923 he assumed complete management. Memberships in the Shriners, the Kiwanis Club (of which he is president), the Lake County Fish and Game Protective Association and the Hammond Chamber of Commerce fill his spare time.

RADIO wasn't new to the ALFAR CREAMERY Co., West Palm Beach, Fla., when it took on *Alfar's Parade of Sports* over WJNO. For five years we had made successful use of radio advertising. Now we were ready to back a hard hitting campaign in the interests of our ice cream department. Our selection of sports broadcasts was based on the theory that the vast majority of ice cream eaters are interested in sporting events of one kind or another. To give that theory a complete test, we went all out on sports.

In addition to the daily sports review heard at the dinner hour, we also took on sponsorship of all major local sports events. In other words, we followed up our week-day quarter-hours with play-by-play descriptions of professional and high school baseball, high school football, professional and local amateur golf tournaments, tennis matches, and regattas. Listeners even heard the Boy Scout *Soap Box Derby*.

In this way, we accomplished a number of things. In the first place, through such an extensive sports coverage, we

Cream O' the Crop



succeeded in completely dominating the local market. Sports events became identified with ALFAR's to such an extent that one called the other to mind as far as the listener was concerned.

An important factor here was the sportscaster who handled our programs, Cy Newman. Certainly the sponsor who starts off with an established radio personality who has built up a loyal group of fans for his particular field is getting off on the right foot.

Cy Newman was no pig in a poke. On one of his programs, he asked listeners to phone in sports question of fact to him. For every question Cy failed to answer right off the bat, the questioner would rate two tickets to a sporting event. In two days, he handled over 300 questions, failed on only seven! The number of questions which came in indicated that he has a loyal following, and his failure to answer only seven of them indicated why he had that large a following.

Of course the fans want the latest sports returns, but they also like to get the personal low-down on their gridiron or greens heroes. One week's guests on the *Alfar's Sports Review* included golfers Johnny Farrell, Tony Penna and Jack Ross; boxers Oliver Hamm, Joe Bellotti and Tony Cisco; high school coach George McCambell and dog racing secretary Allen Macke. And the interviews, all unprepared, digress from the usual "where-you-were-born-and-what-did-you-do" stuff.

When we took on this extensive sports coverage, it was with the purpose of increasing ice cream sales. Did it work? Our records show that the increase was over 20 per cent a month! The old saw to the contrary, we had put all our eggs in one basket, and they all hatched!

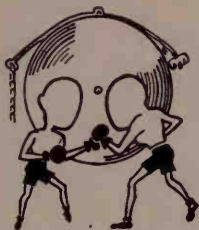
While sponsorship of programs of this type is frequently thought of in terms of men's wear, breweries, and other businesses which have a predominantly masculine appeal, dairies have usually hued to the all-family line, or have followed the juvenile radio path from living room to pantry. Without a doubt, these vari-

ous approaches have been successful. We incline to the theory that our broadcasts of sports has drawn an all-family audience. Surveys of listenership throughout the country bear out this belief.

Had we broadcast only a few of the various sporting events, our audience would have been limited to those interested in that activity. By sponsoring all such play-by-play activities, we reach out to every sports fan, whatever his interest. And of one thing we are certain; there is no age limitation for the sports enthusiast. Junior, age eight, is as rabid a fan as grandfather, age 80, and each is a potential ice cream customer. Our sales increase bear us out in this.

Then came Pearl Harbor. Merchandising and sales plans had to be completely reversed. Not radio, nor any

(Continued on page 250)



Celebrating this annum his fiftieth year in the state of Florida is Alf R. Nielsen, president of the Alfar Creamery Co., West Palm Beach, Fla. Of Danish descent, and one generation removed from Denmark, his natural instincts led him to dairy farming. To increase his knowledge of dairy farming and production, he attended the University of Florida, further enlarged his horizon via a post graduate course at Iowa State University, Ames. After a stretch with the United States Extension Service in Florida, he realized the youthful dream, pioneered in starting the Florida dairy business.

Pioneer Nielsen established the first dairy farm as Loxahatchee in 1917. In 1922 he formed the first pasteurized milk and ice cream plant in West Palm Beach. Three years later he went into semi-retirement with the sale of this company to Southern Dairies. Seven years later he was back in harness, and the Alfar Creamery has been going strong ever since.



Sportslants

Ten Year Old Sports Program
Answers Service Call to the Colors

FOR nearly ten years now, YANDT'S MEN'S WEAR has been the sponsor of a five minute sportscast, called *Yandt's Sportslants*, heard from 6:30 to 6:35 P.M. every night, Monday through Saturday, on KGVO, Missoula, Montana.

When we took on the program, our first venture into radio advertising, we felt that sports was the best angle of approach to our potential customers. While it is true that many women shop in our store for clothing for their men folks, our primary job is to create a desire for our merchandise among the men; the women will shop where they know they'll find what the men want.

We not only wanted to sell our merchandise, we wanted to sell our store as an institution, as *the* place for men to buy. Our location in a college town also made it mandatory that our program appeal to the male collegians. What better show for that purpose than a sports program which covered the entire field of college sports activities.

In order to give the institutional twist to our broadcast, I handle all the microphone work on the program myself. This gives a personal touch to the broadcast that means friends for our store. Being familiar with my voice on the air, even men who had never seen me before, coming into our store, feel that they are talking with a friend. And in a community the size of ours (and, I suspect, in a community of any size) friendliness with customers pays dividends.

We have found *Yandt's Sportslants* to be our ideal method of advertising. Even in its first few months on the air it was so successful that we determined to expend practically our entire advertising budget on radio. We have followed that practice through the years.

During the football season in the fall, we amplify our five minutes to ten minutes on Saturday night, to enable us to give all the important scores for the day.

New Year's Day, 1942, was a day of bad omen for YANDT'S MEN'S WEAR. It was on that day, in the early morning, that a disastrous fire swept the business block in which we were located and seriously damaged our stock and fixtures. We had to move such stock as we could salvage across the street into temporary quarters, where we held a fire sale, disposing of all this salvaged stock by April 1. In the meantime, our fire-gutted quarters were being re-built, but we were notified that we would be unable to occupy those quarters until August, 1942, which meant several months out of business.

Yandt's

by Max Yandt, Owner
Yandt's Men's Wear



We talked the matter over and decided that we needed now, more than ever to maintain our advertising program. So that our customers would continually have YANDT's in mind against the day when we would again be open and ready for business, we never missed a broadcast. That this policy was eminently right was proved by the fact that we reopened to a volume of business better than we had been enjoying before the fire.

Of course, war has affected our community as it has every community, and a good many of our valued customers are now serving Uncle Sam, but we're not losing touch with those customers. Every month we get out a special printed edition of *Yandt's Sportslants for Fighting Men*. This breezy, newsy publication is compiled from the scripts of our nightly broadcasts, and is mailed to a list of 931 Western Montana men in the armed forces. We compiled our mailing list for this piece (which incidentally has had an enthusiastic reception from the men to whom it is sent) by asking the parents, wives and other relatives, during our broadcast, to drop in at the store and leave the names of their men in service.

Once a month KGVO records five minutes of *Western Montana Sports News*, and five minutes of *Western Montana Local News*. The recordings are sent to OWI in New York City, and are then short-waved overseas to men from our territory who are serving around the world. This particular broadcast is, of course, completely non-commercial, but it's a service to our fighting men that we're proud to have an opportunity of doing.

We consider *Yandt's Sportslants* not only one of our star salesmen, but also

one of our very best good-will builders. When a five minute radio show will do those two vital jobs for us, we figure we're getting more than our money's worth from our advertising dollar.

Without sales, of course, no business can long endure. Without good will, no business could survive lean times, expand in good times. The necessity of keeping a nest egg of consumer good will ready for the day when peacetime production begins again is paramount. And because radio gives people something they value, entertainment, radio is rightfully considered the major medium for building good will. The steady increase in the volume of radio advertising since Pearl Harbor shows that advertisers generally are in agreement on this point.

Rockne-browed Max Yandt, vice president of Yandt's Men's Wear, Missoula, Mont., personally pens major portion of his sports copy. Friendly and informal, he feels



most at home in sports clothes, sports a variety of informal costumes. Apple of his eye is six-year-old, tousle-haired Max, Jr., one of papa's most devoted fans. Hundreds come to the store to hash over the latest in sports dope with sports authority Yandt. All leave as friends, and, in many cases, as customers.

A across the B Board

To Perform a Civic Service, Contribute to Philadelphia Sports Life is the Erlanger Brewing Co.'s Tested Sportscast Formula

THERE was a time when every sales message in any media could obtain a response, one way or another. Today, the average buyer is deluged with reasons why he should purchase some one particular product. The very weight of their numbers has led the potential client to build up an armor to these sales messages, good or bad.

In radio, the advertiser has a way to get around this protective wall, or rather he has a number of ways of accomplishing this end. The ERLANGER BREWING Co., Philadelphia, Pa., pins its hopes on a WFIL sports program.

Why this emphasis on sports? The modern man's weakness is his love of sports, and it is the *in* that gives ERLANGER the opening it wants. Sales resistance is broken down by the use of radio to appeal to the customer's love of sports, and by talking about the subject in his language. In other words, the sales story is not only *told*, it is also *heard*.

Of course sports isn't the only subject

of interest to men, and that's where other advertisers have their innings. The important thing for any business contemplating the use of radio is to determine at the outset just what market he wants to reach. That accomplished, it is time to make a program selection. In the case of ERLANGER, its primary appeal is to men. That recent studies show that almost as many women as men listen to the various sports program is a bit of velvet all to the good. Another bonus from the advertiser's point of view is the fact that men in the armed forces have registered intense interest in sportscasts. For ERLANGER, all this adds up to the fact that a sports program hits the sales nail on the head.

Programs of this kind, designed to entertain and inform are heard on almost every station, the country over. Each has a job to do, and the thousands of satisfied advertisers are evidence that these programs swing a big stick with the public. People *listen* to them, and that, after all, is the crux of the matter.

WFIL sports are handled by Al Stevens and Tom Moorehead. The two, broadcasting through the week on alternate nights, approach the subject from different angles, thus assuring the listening public a thorough coverage of sports news. They share, however, a desire to give the forgotten man, the average fan, his rightful place in the sports light.

Stevens' program, the *Erlanger Sportscast* belies its title in that Stevens discusses sports purely from the spectator's viewpoint. He makes predictions only when he feels that such predictions may





start a movement to encourage a promoter or athletic committee to remember the spectator, who, after all, pays the freight.

Tom Moorehead, who provides the other half of the WFIL sports picture, offers listeners a well-rounded sports menu on a thrice weekly quarter hour. He covers virtually all sports and interviews not only players, but also coaches, trainers, promoters and other vital behind-the-scenes figures. Unique in that he does not restrict his interviews to experts, he makes it a point to get the views of the man in the bleachers.

While this show has no connection with ERLANGER's advertising campaign, it does tie-in with it to some extent. When a station presents a well rounded sports picture, and becomes established with the public for accurate information in the field, the sponsor of each of these programs reaps individual and separate gains from the general set up.

It was ERLANGER's theory that a sports program could entertain and inform, and it could also perform an actual civic service by making a real contribution to sports life in the city. What looked well in theory, worked even better in practice. The 6:30 P.M. thrice weekly presentation does just that!

It may seem strange to find a commercial sponsor putting his name to a show in which the sportscaster is apt to put athletes or promoters on the carpet for any deviation from the straight and narrow path. Stevens pulls no punches, and he strives to air the things which John Q. Fan himself says and thinks privately.



Although some local promoters have accused him of being the *Westbrook Pegler of Sports*, Al does not fail to give credit where credit is due, and he has on occasion given half a broadcast to an insignificant figure in the sports world whom he considers deserving. As a matter of policy, he has carefully avoided any mention of wrestling or wrestlers in his two years of sportscasting.

The ERLANGER BREWING Co. is satisfied. It has never asked to have a script submitted, and it has never criticized a broadcast. ERLANGER lets the editorial content of its program work for it. After all, people don't want to know *why* a product is best. They've been swamped with this type of appeal for years. They just need to know *what* the product is, and they need to be reminded of the product as frequently as possible. The sports fan plays fair with his sponsor, and his appreciation for ERLANGER's part in furthering Philadelphia sporting activities is the reason why ERLANGER continues to sign its name to this program.

CHILLS!
SUSPENSE!
THRILLS!



Radio's Newest, Most Exciting MYSTERY PROGRAM!

Latest surveys show drama programs leading all other types in popularity. And here is a new radio show that fits today's trend.

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of weird, suspense-filled adventures! Stories by the greatest writers of all time; Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins and others—acted by some of radio's finest dramatic talent, perfectly produced at NBC—"The Weird Circle" is a sure-fire audience-builder, promises to be a certain success for every type of sponsor.

Ask your local station to arrange an audition or write NBC Radio-Recording Division today for complete details of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!

NBC Radio Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York, N. Y.
Chicago, Ill. • Washington, D. C. • Hollywood, Cal.

What Audiences Want

(Continued from page 223)

put more precisely. It almost answers itself. If you can find out what people are wanting, what is on their minds, what they are talking about, what they are interested in, you have only to give them radio programs which satisfy this interest craving.

Keen of wit and sharp of mind is St. Paul-born Elizabeth Reeves, vice president and script editor of the Knox-Reeves Advertising Agency, Minneapolis, Minn. A hard worker with a string of advertising triumphs to her credit, she has also invaded the arts, has authored two successful novels, "Then Again June" and "A House for Emily."

The house for Betty fronts the steep banks of the Mississippi. From the gleaming white, corner-windowed modern house with its saturated blue curtains to the path which follows the river's meandering course is only a stone's throw. There her two dachshunds chase rabbits, flush pheasants.

Good books, modern paintings, and symphonic music fill quiet evenings beside the fire. Only evidence of the efficient business woman that she is: a bowl full of well sharpened pencils rests upon a book ledge.

Not by a long shot was advertising her first love. After a year in Boston's Simmons College, another undergraduate year at Columbia, she returned to her native haunts, did social work at the St. Paul Neighborhood House. Cupid had his innings when she met Knox Reeves.

Between playing the roles of wife and mother to daughter Jane, she catered for ten years to the appetites of St. Paul book-lovers who entered the portals of the Mable Ulrich Book Shop. As radio script editor of the agency, she has practiced the art of the spoken word since 1936.



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

Amusements—Your Football Prophet (Ju., '43, p. 236).
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).
Beverages—Gardening for Victory (June, '43, p. 200).
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).
Home Furnishings—Songs Our Soldiers Sing (June, '43, p. 196).

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—Clues for Christmas (Oct., '42, p. 348).
Public Utilities—Light on the West (Nov., '42, p. 390).
Restaurants—Dollars or Dinners (June, '43, p. 208).
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; June, '43, p. 190).
Adventures with Admiral Byrd (June, '42, p. 212).
Air Adventures of Jimmie Allen (Apr., '43, p. 127).
American Challenge, The (June, '43, p. 202).
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; June, '43, p. 207).
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; May, '43, p. 260; June, '43, p. 212).
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).
Time Out with Allen Prescott (Ju., '43, p. 236).
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.

Amusements

YOUR FOOTBALL PROPHET While, during the football season, every man, woman and child is his own football prognosticator, he's ready and willing to check his bets with the professional dopesters. To give the fans pre-game low down, the PANAMA SPORTLAND BILLIARD PARLORS, whose business is general sports and games, made it its business to be *Your Football Prophet* for WDLP listeners.

Not a prophet without honor in his own Panama City, Fla., was proprietor Angus Watts. Results by mail, word-of-mouth and other sources kept things humming in the PANAMA SPORTLAND BILLIARD PARLORS.

Huge bulletin boards with time-and-station facts were installed in the sponsor's place of business, were used to record results for patrons. Cash register recorded sponsor's results from this UNITED PRESS 13-week script feature.

AIR FAX: Prognostications on outcomes of games to be played the following Saturday were the red herings placed across the trail of the commercial messages. Pre-announcements plugged the show.

First Broadcast: September 5, 1942.

Broadcast Schedule: Friday, 6:15-6:30 P.M., for 13 weeks.

Preceded By: United Press War Commentary.

Followed By: News.

Sponsor: Panama Sportland Billiard Parlors.

Station: WDLP, Panama City, Fla.

Power: 250 watts.

Population: 11,610.

Producer: United Press.

COMMENT: A script service of this kind makes it possible for the local advertiser

to match for content the offerings of network sponsors at a price well within the range of any advertising budget. For the advertiser who capitalizes on that which is uppermost in the minds of his listeners at a given time, the battle is half won.

Automobiles

TIME OUT WITH ALLEN PRESCOTT When priorities, production stoppages and gas rationing put the skids on gas buggies, most dealers in both new and used automobiles decided it was time to call *time out* in the advertising game. The public itself put the ball back into play. Gas rationing hampered their movements, but war or no war, the family jalopy was an established institution. Those who could acquire a new bus did so. The others dreamed of the great day coming.

Signal that Amarillo, Tex., used car dealer HARVEY SOUTHWORTH called in his drive to present and future sales goals: *Time Out With Allen Prescott*. Stars before the KGNC listeners' eyes in the twice weekly quarter-hour: music maker Ted Steele and the Novatones, with songs by Felix Knight. Chatter-box office-hit emcee: Allen Prescott. Institutional work was assigned the transcribed feature.

AIR FAX: Twenty-six platters make up this NBC variety program.

First Broadcast: March 20, 1943.

Broadcast Schedule: Tuesday, 8:15-8:30 P.M.; Friday, 8:30-8:45 P.M.

Preceded By: Music.

Followed By: Tuesday, *Fibber McGee and Molly*; Friday, *Music*.

Sponsor: Harvey Southworth, Used Cars.

Station: KGNC, Amarillo, Tex.

Power: 5,000 watts.

Population: 51,686.

Producer: NBC Radio-Recording.

COMMENT: Getting the cue on the up-beat are sponsors who guarantee post-war profits through an investment *now* in good will. While every type of program finds its audience, music is still the universal language, and through such transcribed programs featuring big names, the advertiser speaks in a voice sure to be heard.

Department Store

SERVICE DIARY For the company department store of CONSOLIDATED MINING & SMELTING CO. OF CANADA, its *Service Diary* will be written in the hearts of CJAT listeners. Living up to its brain child's name, sponsor uses no direct advertising on this institutional offering, and a credit line is its only mention.

For many men in the army, navy or air force, trail's end is Trail, B.C., and to its post office come letters to the home folks from the far corners of the world. Eager to share in those messages are fathers, mothers, wives and sweethearts for whom, that week, the postman didn't ring twice. COMPANY STORE is the go-between that makes sharing possible. Four minutes of the 30-minute offering punctuate the reading of excerpts from just such letters.

Furloughs mean that via the airwaves, the friends of each, to the last man, can hear from their own lips the stories of their experiences. To accommodate the returning heroes, interviews are usually recorded in advance.

To round out the program, listeners hear a short-short story. Written for the occasion, the yarns have a patriotic angle, and are frequently written around a song.

Built as the answer to sponsor's request for a purely institutional program, the show has been on the air a year. Originally set up on a three-times-a-week schedule, scarcity of program material necessitated a once-a-week change over.

AIR FAX: Listeners relax to a musical background furnished by Maestro Edwin Franko Goldman and his band. Songs by Joe Petersen, the Southern Suns' and Spike Jones and his City Slickers keep things swinging. Company Store also presents the Blue Network offering, *Three Thirds of a Nation*. Program director Frank Fleming turns the pages of *Service Diary*.

First Broadcast: 1942.

Broadcast Schedule: Friday, 9:30-10:00 P.M.

Preceded By: Calling All Cars.

Followed By: News.

Sponsor: Company Store.

Station: CJAT, Trail, B.C.

Power: 1,000 watts.

Population: 12,000.

COMMENT: Only thorn in a program set-up of this kind is the possibility of shortages in source material. Sponsors

who offer such shows are catering to a prime public interest, are therefore insured of wide listenership. Simple prescription for removing the thorn: schedule program on the basis of material *supply*, rather than public *demand*. It's a good bet for a once-a-weeker, but if copy supply is ample, it can work on a daily schedule.

Department Stores

JUNIOR LEAGUE CHILDREN'S RADIO HOUR Parents who willy-nilly are forced either to listen to their child's favorite radio programs or install a second radio in some part of the house removed from the living room, bear mute testimony to the fact that the child audience is one that cannot be ignored. That many of these programs have aroused the ire of both parents and teachers is to add insult to injury.

When HALE BROS., Sacramento, Cal., department store offered juveniles an entertaining earful over KROY that got the backing of parents, it won the plaudits of both groups. By a flip of the wrist, moppets re-live the adventures of *Tom Sawyer*, in a once-a-week quarter-hour serialization directed toward the elementary schools. The cast for the Thursday, 7:30-7:45 P.M. offering: members of the Sacramento Junior League Radio Club.

Not one to have just one string to its bow, HALE BROS. also offers a weekly 30-minute variety show featuring talents students of junior high and junior college age. The 6:15 P.M. Saturday parade of talent is a delayed transcribed program which originates in one of the secondary schools of the Sacramento City Unified School District. Programs are waxed in the school auditorium during a regular school assembly. Complete presentation is written and produced by the school under faculty supervision, with KROY assistance.

Elementary school children are given their innings on Friday. *Radio Goes to School* each week in a complete 15-minute sketch at 7:45 P.M. Transcribed program originates in a different elementary

school each week. Faculty prepare the program content, students enact it. Music, recitation, school wartime activities, *et al*, are all grist for the mill.

That contact with school children from the first grade through junior college was the right spark plug for HALE BROS. is indicated by the fact that ad-manager Bert Tregellas has thrice put his John Henry to a contract renewal. Current series ran through the merry month of May. Fall renewal contract is forthcoming.

School publicity, newspaper and radio tie-ins, and HALE BROS. window display put wind in the program's sails, kept it going for a full school year. Series will come out of dry dock in September.

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

Broadcast Schedule: Thursday, 7:30-7:45 P.M.; Friday, 7:45-8:00 P.M.; Saturday, 6:15-6:45 P.M.

Preceded By: Thursday, *The First Line*; Friday, *Camel Comedy Caravan*; Saturday, *Music*.

Followed By: Thursday, *News*; Friday, *I Love a Mystery*; Saturday, *Saturday Night Serenade*.

Sponsor: Hale Bros. Department Store.

Station: KROY, Sacramento, Cal.

Power: 100 watts.

Population: 105,958.

COMMENT: Contact with school children from first grade through junior college has both *immediate* value and *long term* potency. Streamlined vehicle here carries a heavy load of youthful listeners, but both parents and teachers are also ticketed. Small fry may toot the whistles, but offerings of this kind pick up plenty of adult passengers, to make them all-family conveyances.

Department Stores

C.D. BLOCKBUSTERS Democracy at work is an interesting thing. It extends from shack to mansion. Every man, woman and child is a part of it. Best qualified to tell of it as it is lived are War Bond-selling zone and post wardens whose jobs take them into every street and by-path. That those experiences might well be the inducement to sell more War Bonds was the logic that created WFIL's *C.D. Blockbusters*. Highlighted in each of the weekly broadcasts is one of these true-to-life stories.

Written and produced by WFIL production manager Don Martin, the idea germinated in the brain of a Philadelphia Air Raid Warden. Cooperating in this civic project is the LIT BROTHERS' DEPARTMENT STORE, which supplies at its own expense, an entire department to house air raid warden treasury work. Promotion is done exclusively by air raid wardens in their own districts.

AIR FAX: Maestro Norman Black and his orchestra supply the musical come-on. Songs by Carol Wynne, whose vocal velvet is well known to Philadelphia and network listeners, add dash to the 30-minute offering.

First Broadcast: January 24, 1943.

Broadcast Schedule: Sunday, 4:00-4:30 P.M.

Preceded By: Wake Up, America!

Followed By: The Green Hornet.

Sponsor: Lit Brothers' Department Store.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: While public relations experts maintain that any publicity is better than no publicity at all, they point out that the most telling of all publicity is that of word-of-mouth. Trick for advertiser is to give the public something to talk about. Sponsor here achieves that end in a method as up to the minute as Greenwich time.

Manufacturer

CIVILIAN DEFENSE CALENDAR When the bewildered civilian turns in at night these days, he's in the dark as to what changes in governmental decrees will be announced before the morn. What is *kosher* at breakfast, may be *taboo* when the dinner bell rings.

To keep the home front abreast of decrees by the various governmental agencies, the OHIO LOCOMOTIVE CRANE Co., Bucyrus, O., presents the *Civilian Defense Calendar* nightly over WMRN, Marion, O. Designed to keep listeners up to date on news from the Office of War Information, the O.C.D., O.P.A., other agencies affecting wartime living, the show is voiced by program director Lou Marsh.

Show also gives news of civilian defense activities within the WMRN listening area, and has been used in a num-

ber of cases by C.D. administrators for test mobilization.

Only smack of commercialism on the ten-minute program is the following announcement heard in the opening and closing spots: "The Civilian Defense Calendar, presented nightly at this time with the compliments of the Ohio Locomotive Crane Company of Bucyrus."

AIR FAX: Broadcast Schedule: Monday through Saturday, 6:05-6:15 P.M.

Sponsor: Ohio Locomotive Crane Co., Bucyrus, O.

Station: WMRN, Marion, O.

Power: 250 watts.

Population: 31,084.

COMMENT: While some retailers with nothing to sell other than good will have gagged their radio mouthpieces, more and more manufacturers in heavy industries have recently come to realize the power of this intangible quality which defies price tags. Hard to beat in this respect is a service feature of this kind.

Men's Wear

WOODROW SPORTS REVIEW No accessory for the WOODROW SHOPS men's wear accessories chain, is the WICC Sports Review. Five times a week sportographer Ken RapiEFF polishes off every facet in the sports gem on a 52-week *sked*. Skeet shoots, coon hound field trials, swimming, wrestling, boxing and badminton have their moments.

When Bridgeport, Conn., fans turn out for boxing and wrestling matches, sponsor's sign, together with broadcast notice punches home essential facts. Newspaper listings help keep them on the dial. As special promotion, sponsor featured a large window display complete with the broadcast score and an enlarged photograph of veteran sportscaster RapiEFF.

AIR FAX: A sports Jack-of-all-trades, kilocyclist RapiEFF has seven years of sports writing and editing behind him, eight years of broadcasting.

First Broadcast: February 1, 1943.

Broadcast Schedule: Monday through Friday, 5:40-5:45 P.M.

Preceded By: Local transcribed.

Followed By: Superman.

Sponsor: Woodrow Shops.

Station: WICC, Bridgeport, Conn.

Power: 1,000 watts.

Population: 147,121.

COMMENT: While every sport has its devotees, some few athletic events stand head and shoulders above all others for listener interest. The advertiser whose sports offering gives a bird's eye view of all events, both major and minor, widens the field of listener appeal. As far as sales are concerned, the bigger the coverage is, the harder the audiences fall.

Men's Wear

ARMY CHIN-UP SHOW When reveille routed men at Fort Riley from their slumbers on Army Day a year ago, the lochinvars in uniform put an extra polish to the brogans, combed tousled locks with special care. Cap'n Kay Smiley was the reason why 6:00 A.M. seemed less like the shank of the morning.



For men at the two army camps on the outskirts of Salina, Ka., and COLES MILITARY STORES (outlets in Salina, Manhattan and Junction City), the KSAL chins-up girl is the go-between.

Her wares consist of musical requests and soldier-sent news items about the men stationed at the two camps. At midway point in the half-hour show, a KSAL announcer presents the packet of ASSOCIATED PRESS news hot off the wire. Not ignored: sports flashes.

That the reveille girl swings a big stick with her KSAL buddies is the conclusion of manager George Cole's, who operates the Salina store. Soldiers are urged to call an inspection tour at the COLES MILITARY STORES, are reminded that COLE's are "on parade for you, trying to keep their ranks filled with what soldiers want in a military way." Times without number soldiers remind manager Cole to chalk the sale up to the credit of Cap'n Kay Smiley.

AIR FAX: Camp newspapers publicize the show. Waker-upper Smiley also emcees a weekly USO broadcast Wednesday night.

First Broadcast: April 6, 1942.

Broadcast Schedule: Monday through Saturday, 6:00-6:30 A.M.

Followed By: Morning Worship.

Sponsor: Coles Military Stores.

Station: KSAL, Salina, Ka.

Power: 1,000 watts.

Population: 21,073.

COMMENT: Low cost production and low time rates is a feather in the cap of the early morning army wake-up program. Sponsors of such programs build sales, also have the satisfaction of helping to boost barrack morale.



Shipbuilders

SUNDAY BASEBALL Of vital interest to the people of the United States are the men who go out to the sea in ships. The cry is for more and more ships to transport men anxious to get the job done. Among the first of the great wartime industries to see the wisdom of carrying its story right to the people is the BETHLEHEM-ALAMEDA SHIPYARD, INC.

How best to score a direct hit was a horse of a different color. What BETHLEHEM-ALAMEDA doped out: to have its innings via the people's game, baseball. Sunday broadcasts are heard over KROW, San Francisco-Oakland, Cal.

AIR FAX: Baseball announcer Hal Parkes handles the play-by-play, also puts the sales ball into play for the sponsor.

First Broadcast: 1943.

Broadcast Schedule: Sunday.

Sponsor: Bethlehem-Alameda Shipyards, Inc.

Station: KROW, San Francisco-Oakland, Cal.

Power: 1,000 watts.

COMMENT: Present tax structure makes advertising a particularly inexpensive investment for today or for the future. Right now, with 24-hour work schedules, rotating shifts and days-off, any day's a good radio day, and sponsors are sure of a bigger audience than ever before. Whether for an institutional or a merchandising job, baseball is a good bet for any sponsor today.

Sustaining

SPORTS ROUNDUP To the sports fans in Oklahoma and the Southwest, the name of Jack Charvat packs a wallop that brings them to the mat before *Sports Roundup* goes into its first round. As sports editor of the Tulsa (Okla.) *Tribune* he socks it to them between the eyes. As KTUL's sports editor, and the man behind the mike in the nightly 10:30 P.M. quarter-hour, he gives it to them between the ears. Fans now hear in the flesh the man whose sports columns they have read for the past seven years.

No Johnny-come-lately to the sports world, Charvat has had 15 years of sports writing and sports editor experience, including coverage of major sporting events in all sections of America. World Series, and football classics are old stuff to him. Fans know that in his nightly sports strip they get local and national news straight from the shoulder.

AIR FAX: *First Broadcast:* March 15, 1943.

Broadcast Schedule: Monday through Saturday, 10:30-10:45 P.M.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.

Population: 147,961.

COMMENT: Like cake without frosting is the sports program without its established sportscaster. Advertisers who promote their radiogenic personalities promote their own businesses and expand the listener horizon for their commercial messages.





SHOWMAN PATTERNS

Shows cut to fit a pattern for sponsorship are presented here.

Department Stores

SEARS SPORTSREEL When SEARS' ROEBUCK & Co., Sacramento, Cal., went out to drum up bigger and better business for its new Boyville department, and its newly founded boys' club, store manager T. R. Thompsen did the sporting thing. After a four weeks warm-up with the *Sears Sportsreel* over KROY, SEARS batted out a 52-weeks home run.

Showmannotions: courtesy plugs the day of the broadcast; a box in SEARS regular ads in local newspapers; plugs in the KROY newspaper radio column, and posters featuring sportographer Fouts in SEARS and in hotel lobbies.

PATTERN: Here's what keeps the *Sears Sportsreel* spinning.

ANN'R: The Sears Sportsreel!

THEME: FAN FARE UP AND FADE.

ANN'R: Thursday evening, nine fifteen, and time for the *Sears Sportsreel*, the _____ in a new series of programs presented by Sears Roebuck and Company, 12th and Kay Streets in Sacramento. . . . And now here he is . . . Sears' Sacramento Sportographer . . . Bob Fouts!

FOUTS: Good evening sport fans. . . . Stand by for an exciting quarter hour for we've the latest sports news and views . . . a dramatic sports story of baseball's first war hero . . . and a featured interview with _____! . . . But before we ring up the curtain on tonight's *Sportsreel*, here is Bill Triest with an important Prologue!

ANN'R: (Insert opening commercial.) . . . And now up goes the curtain on the *Sears Sportsreel* with,

BIZ: ONE BING!

ANN'R: Scene One: Sports Views!

FOUTS: (Insert views.) . . . So much for editorial flashes . . . for now our sports camera moves in for,

BIZ: TWO BINGS!

ANN'R: Scene Two: Closeup of a Star! (Dramatic story.)

FOUTS: (Insert closeup.) . . . So much for the past, now for a quick look to the future, and,

BIZ: THREE BINGS!

ANN'R: Scene Three: Sports Preview!

FOUTS: (Insert previews.) . . . And now in just a moment we'll present the Sears' feature of the evening . . . but right now it's,

BIZ: CONTINUAL TONE!

ANN'R: Intermission Time!

FOUTS: Which means time for a timely word from Bill Triest and our sponsor.

ANN'R: (Insert second commercial.)

FOUTS: And now as we reach the climax of tonight's sportsreel, we find our spotlight centering on,

BIZ: FOUR BINGS!

ANN'R: Scene Four: The Guest of the Week!

FOUTS: (Insert interview.)

BIZ: CONTINUAL TONE!

ANN'R: And that, ladies and gentlemen, brings down the curtain on the *Sears Sportsreel* . . . so until next week at this same time when our spotlight will center on,

FOUTS: The Guest of the Week. . . . _____!

ANN'R: Now your Sears' Sportographer, Bob Fouts, says,

FOUTS: From Sears and me, to you and sports . . . good luck and good night!

ANN'R: Bill Triest speaking for Sears, reminding you to see those swell loafer jackets downstairs in Sears Boyville, 12th and K, and to tune in again, next Thursday evening at nine fifteen, when Sears Roebuck presents Bob Fouts . . . and . . . the *Sears Sportsreel*.

THEME: FAN FARE UP AND FADE.

AIR FAX: First Broadcast: December 10, 1942.

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

Preceded By: Ransome Sherman.

Followed By: John B. Kennedy.

Sponsor: Sears, Roebuck & Co.

Station: KROY, Sacramento, Cal.

Power: 100 watts.

Population: 105,958.

COMMENT: *Good radio* is basically *good showmanship*. This applies to sports as well as to any other program. All to the good are attention-getting devices that sell the program to the listener.





SHOWMANSHIP IN ACTION

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

Amusements

ALLEY BROADCAST How to score a ten-strike, expand its clientele, was the tough nut that the CHARLOTTE BOWLING CENTER wanted to crack. Charlotte, N. C., fans were feeling the pinch in the ban on pleasure driving, were inclined to take the line of least resistance, sing the *Home, Sweet Home* refrain.

CHARLOTTE BOWLING CENTER set up the pins via WAYS, found that *Alley Broadcast* was right down its alley. Three times a week, the five-minute remote picks up the pin clatter to inveigle bowling enthusiasts out of their arm chairs. Actual bowling activity is broadcast from the CENTER.

To keep the wheels of competition spinning, sponsor sets up a \$2.50 cash prize to the first person making a strike during the broadcast. That listeners couldn't hear a pin drop, not join the fun is evidenced by the flurry of activity at the CENTER. Fans may walk, ride the buses, or the street cars, but get there they do.

AIR FAX: *First Broadcast:* January, 1943.
Broadcast Schedule: M-W-F, 4:55-5:00 P.M.
Preceded By: Ten Minutes From Broadway.
Followed By: Sea Hound.
Sponsor: Charlotte Bowling Center.
Station: WAYS, Charlotte, N. C.
Power: 1,000 watts.
Population: 100,899.

COMMENT: While the appeal of a broadcast of this kind is limited primarily to those who are interested in bowling, sponsor here is reaching exactly the

listeners he wants to reach. Cash-on-the-line offering here adds to listener pleasure, gives the fans a reason for coming in.

Groceries

FOOTBALL FORECAST When it comes to guessing a football score, each arm-chair dopester fancies himself his own prophet. In Rockford, Ill., gridiron seers have for two successive years had a chance to cash in on accurate dope-sheets.

Each week, sportscaster Morey Owens selects three major football games, invites listeners to predict the final score of each, no strings attached. Anyone may enter the contest by sending his prediction to BLUE STAR's *Football Forecast*, WROK.

For the weekly \$10 cash-on-the-line prize for the nearest correct entry, BLUE STAR FOODS, INC., makers of BLUE STAR POTATO CHIPS, digs into its jeans. For the next ten nearest correct answers: a 29 cent sack of BLUE STAR POTATO CHIPS.

Sportscaster Owens' selection of games is announced on each of the five-minute Monday through Friday broadcasts. Saturday noon is the deadline for entries. Winners are announced Monday.

Setting the right example to sports enthusiasts, Owens sticks his neck out, makes his own predictions on the Wednesday broadcast. Notable omission in these Wednesday predictions: he doesn't state his guess for the final scores, only announces his choice for the winners of the three games. Listeners have to go some to match Owens' prediction record: in 1941, his batting average was .909; in 1942, the year of grid upsets, his guesses for the season ran .781.

Promotionotion: in addition to publicity in local radio columns, BLUE STAR distributed placards.

AIR FAX: *First Broadcast:* 1941.
Broadcast Schedule: Monday through Friday, 6:35-6:40, September 14 through November 27.
Preceded By: Alexander McQueen.
Followed By: Good News.
Sponsor: Blue Star Foods, Inc.

Station: WROK, Rockford, Ill.
Power: 1,000 watts (d).
Population: 100,179.

COMMENT: *Showmanship* is indeed made up of a lot of little things, and this is one of them. As the years go by, sponsors of seasonal offerings find that even on an irregular schedule, consistency pays.

Jewelers

AMERICANA QUIZ Seward's Folly, the Boston Tea Party, or the exploits of Stonewall Jackson are part and parcel of the *Americana* absorbed by school boys throughout the United States. When the boy becomes a man, he may forget exact dates, but the general picture remains mentally undimmed.

Giving WMCA listeners a reason for getting the cob-webs out of the frame of memory is LAMBERT BROTHERS, New York jewelers. While *Americana Quiz* is a sustaining program, LAMBERT awards the prizes on this half-hour Sunday feature.

A quiz show with a studio audience, the program features two teams selected in advance. Questions based on American history seldom require an exact knowledge of dates. Listening audience sends in questions. While the bulk of the memory teasers score five points for a correct answer, five prize questions net ten points if the questionee comes through.

Winning teams and persons whose prize questions are used on the show get prizes. Each runner-up receives an *American History Quiz Book* compiled by scripter Edward Boykin.

AIR FAX: In 1941, the show won a national award from the Women's National Radio Committee.
First Broadcast: 1939.
Broadcast Schedule: Sunday, 3:30-4:00 P.M.
Preceded By: Voice of Young Democracy.
Followed By: News.
Station: WMCA, New York City.
Power: 5,000 watts.

COMMENT: Quiz programs which are restricted to some one field of knowledge gain from the point of view of script continuity, have a further edge in that

the sponsor may pre-determine just what audience he wants to reach.

Participating

SPORTS PAGE OF THE AIR With shoe rationing a reality, John Doe eyes that fairly new pair of brown shoes gathering dust on the closet floor. They're too short for him, but wartime necessity makes wasting them taboo. Sportscaster Russ Hodges did some fast foot-work, scored a knock-out on his *Sportspage of the Air* heard daily over WOL. Via a *Shoe Exchange*, foot leather waste took the count.

Listeners to the daily 1:00 to 5:00 P.M. participating show are invited to send card descriptions to mikeman Hodges, and include phone numbers and sizes wanted in the swap. Cards are checked in the style to which the Office of Radio Censorship is accustomed before descriptions and phone numbers are broadcast.

AIR FAX: Many different types of non-competitive advertisers key their spot announcements to this program. One of the oldest shows on WOL, it has more than once flooded switchboard and mail room after a one time announcement. Frequent 2 x 65 line ads in the *Washington Times Herald* are backed up with street car and bus displays.

Not one to put all his eggs in one basket, Hodges also does a dinner-hour *Sports Resume* six times a week. He also handles all play-by-plays of the Washington Pro-football games.

Broadcast Schedule: Monday through Saturday, 1:00-5:00 P.M.

Sponsor: Non-competitive accounts.

Station: WOL, Washington, D. C.

Power: 1,000 watts.

Population: 663,091.

COMMENT: *Showmanship* is often that extra little something that makes the difference between a successful sports review and a run-of-the-mill program. While news of the sports world is what makes the fans tune in, a dash of P.T. Barnum will keep them coming back for more. All to the good are attention-getting devices that sell the program to the listener. Advertisers about to take the fatal step, get their first taste of the fruits of radio via the participating program, might well look for just such evidences of *showmanship*. Alike as peas in a pod are *showmanship* and *salesmanship!*



PROOF O' THE PUDDING

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

Finance

THOSE WHO SERVE Numbered among *Those Who Serve* is the man behind the production line, and the girl who daily punches the office time clock. Evidence to support the thesis comes from the **FIRST WISCONSIN NATIONAL BANK**, Milwaukee, Wis., who takes its weekly institutional via WTMJ. When the half-hour offering, designed to feature outstanding examples of activities in the United States armed forces and auxiliaries made a one-time War Bond appeal, listeners were asked to telephone bond pledges to the station during the program. While advance build-up was *nil*, the **FIRST WISCONSIN** did not draw a goose-egg. Pledges came thick and fast, and in 30 minutes, Uncle Sam was richer by \$40,000!

Dramatic skits, interviews with servicemen and officers, salutes to such service branches as the WAAC, SPARS, Seabees, Army Air Corps, and the Air Transport Command pull capacity audiences 400 strong to Radio City's auditorium studio.

AIR FAX: Program is also heard over W55M, for the benefit of Milwaukee's 21,000 FM listeners. Patriotic tunes and marches all played by the Radio City concert orchestra under the baton of maestro Maurice Kipen. Servicemen stationed at both studio entrances take part in a pre-broadcast advance of colors ceremony.

First Broadcast: March 16, 1943.

Broadcast Schedule: Tuesday, 6:30-7:00 P.M.

Preceded By: News.

Followed By: Johnny Presents.

Sponsor: First Wisconsin National Bank.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

Agency: Scott-Telander Adv.

COMMENT: Advertisers, too, may serve on the front line. A program with enough vim and vigor to pull capacity weekly studio audiences is certain to pull its weight in tune-ins. Programs which keep the public's attention focused on the war help bring victory that much closer.

Automobiles

SPORTS REPORTER Ted Williams, Red Sox Slugger, and American League Battering Champion; Ernie Lombardi, champ of the National League Batters and Boston Braves Catcher, and *WBZ Sports Reporter* Bump Hadley, combined to pick an All-Star nine from the complete roster of both Leagues.

Bump then asked listeners to his 6:05-6:15 P.M. sports broadcasts to send in their selections, try to match this All-Star team. Two tickets to the three World Series games to be played in New York were offered as prizes to the two contestants coming nearest to matching the dream-team. War Bonds were offered as alternate prizes, and war stamps to the third and fourth place winners. Each contestant had to dream up a letter explaining his choice. Response to that offer: 2,860 entries!

When **STUDEBAKER CORPORATION** set out to put its message across home plate in New England, it put sportscaster Hadley and *WBZ* in the box. While the program is heard six times a week, **STUDEBAKER** pitches on a three-times-a-week schedule.

AIR FAX: *Broadcast Schedule:* Monday through Saturday, 6:05-6:15 P.M.

Sponsor: Studebaker Corp.

Station: *WBZ*, Boston, Mass.

Power: 50,000 watts.

Population: 1,924,642.

Agency: Roche, Williams & Cunnyngham, Chicago, Ill.

COMMENT: While the number of responses to this offer was large, it pales beside the number with whom each contestant discussed his selections. Word-of-mouth publicity of this kind is the answer to any advertiser's prayer.

Chambers of Commerce

AMERICAN IDEALS Abraham Lincoln is one. George Washington is another. Poets, scientists, engineers, architects and lawyers are other examples. Together, they are *American Ideals*. It isn't because their names have gone down in history. It isn't for what they accomplished during their lives. It isn't because they were so much greater than John Doe that John Doe put them on pedestals to worship from afar.

In them, the John Doe's of the world see the fulfillment of their own dreams. They represent what John Doe struggles for. They embody his hopes for his children and his children's children. Not one thing, but many things make up the mosaic that become *American Ideals*.

Giving voice to all these many forces is a Lawrence, Mass., CHAMBER OF COMMERCE program heard on Sunday afternoons over WLAW. Program is turned over to various civic groups, who, in turn, designate a speaker to give concrete form to the general topic. In May, speakers had already been booked to year's end. That milestone will represent a total of 312 such talks since the first program was aired in 1937!

Program springs from the deeds of a Good Samaritan anxious to render a service to the community. Time is turned over to the CHAMBER OF COMMERCE by the philanthropist who remains nameless.

AIR FAX: *First Broadcast:* December 25, 1937.

Broadcast Schedule: Sunday, 3:45-4:00 P.M.

Preceded By: News.

Followed By: Philharmonic.

Sponsor: Chamber of Commerce.

Station: WLAW, Lawrence, Mass.

Power: 5,000 watts.

Population: 84,323.

COMMENT: Sponsorship of programs of this kind help radio live up to its service and educational function for which its broadcasting license is granted. By direct contact with every organized civic group, program here takes the entire community into its orbit.

Gasolines

WADHAMS SPORT FLASH

When *Macbeth's* witches chanted,
"When shall we three meet again?"
"In thunder, lightning and in rain,"

it might have been a preview of the fortunes of *Wadhams Sport Flash* heard over WTMJ, Milwaukee, Wis. Back in 1929 when the show first went on the airwaves, the country was deep in depressions, moratoriums and bank holidays. Today, war and all-out production line the horizons, but come Hades and high-water, *Wadhams Sport Flash* is a daily feature. Recently the WADHAMS DIVISION of the SACONY-VACUUM OIL Co., signed on the dotted line for its fifteenth consecutive year!

AIR FAX: Ace sportscaster Russ Winnie presents the daily summary of sports events, local and national scores, and sports comments. During the run of *Wadhams Sport Flash* dimpled-chin Winnie has piled up more than 4,000 broadcasts of that program alone. Repeatedly voted Milwaukee's favorite sports announcer, Winnie did it again, copped the honors in *The Milwaukee Journal's* twelfth annual poll. Versatile, Winnie is also WTMJ's assistant manager.

First Broadcast: 1929.

Broadcast Schedule: Monday through Saturday, 5:45-6:00 P.M.

Preceded By: Monday through Friday, *Jack Armstrong*; Saturday, *Let's Go Bowling*.

Followed By: Monday through Friday, *Music*; Saturday, *This Is War*.

Sponsor: Wadhams Division, Sacony-Vacuum Oil Co.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

COMMENT: Gasolines and motor oil accounts have long found that sports broadcasts are unusually productive in terms of sales. While such programs have been equally successful for other types of business, sponsors might well take a leaf from the WADHAMS notebook. Here is a sponsor who has *consistently* put its sales message across through the medium of this and related shows, and *consistency pays*. (For story on football broadcasts used by this same sponsor, see *Gasoline Sales Thru the Air, July, 1941, p. 199.*)

Lumber Yards

JUKE BOX SATURDAY NIGHT While fat pay rolls have stepped up Saturday night traffic in the nighteries, not all the

give cats cut their rugs along the main stem. During the hour-and-a-half *Juke Box Saturday Night* session heard over WCED for SMYER'S LUMBER CO., NELSON'S FUR SALON, DU BOIS BREWING CO., and ZIMMERMAN'S PHOTOGRAPHIC STUDIO, switchboard operators go through a state of seige, report as many as 2,000 studio calls, manage to put through a maximum of 600!

Fifteen minutes before the platter begins to spin, a list of 20 old favorites and current hits are read over the air. Listeners' invitation to the dance: phone in a vote for his favorite selection. Warm-up numbers put listeners in the groove, give them another opportunity to record their oral ballot. Tunes with few votes get an early hearing, are quickly put on the shelf. Those drawing heaviest voting are held until near program's end.

Votes are tallied, but not taken are request numbers. Throughout the show listeners are kept posted at ten minute intervals on what tunes are in the lead. Song with highest vote is used as a theme song on the following program a week hence by co-sponsor ZIMMERMAN'S STUDIO.

Pay dirt for sponsors: from ten to 15 per cent business increase! One display add, plus several radio-column write-ups made up the pre-broadcast flurry.

AIR FAX: First Broadcast:
October, 1942.
Broadcast Schedule: Saturday,
7:30-9:00 P.M.
Preceded By: Music.
Followed By: News.
Sponsor: Smyer's Lumber Co.;
Nelson's Fur Salon; Du Bois
Brewing Co., and Zimmer-
man's Studio.
Station: WCED, Du Bois, Pa.
Power: 250 watts.
Population: 24,149.

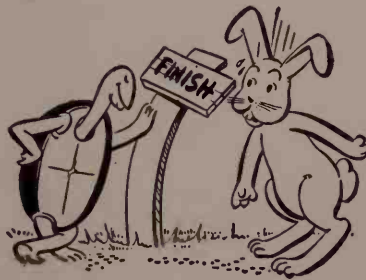
COMMENT: While request programs as such are out for the nonce, here is a variant on the old-time favorite which satisfies censorship restrictions. Not feasible, however, in a community where communications systems are heavily taxed is a program which puts such a heavy load on the wires.

Photographic Supplies

MUSICAL MEMORY GAME Memory is playing tricks on the PENN CAMERA EXCHANGE, New York City. While the music goes round and round via WQXR, listeners are offered a one dollar credit slip on any purchase made in PENN's Record Department amounting to at least \$2.50 for three out of four correct answers in the *Musical Memory Game*. First quarter-hour broadcast brought in 500 winners. When the second broadcast produced 1,500 winners, the SRO sign went up in the PENN CAMERA EXCHANGE!

Original offer of booklets on the lives of the musical great was withdrawn in a jiffy; booklet supply failed to keep up with winner demand. Additional traffic puller: win or lose, listeners are offered a regular cash price plus a free RCA VICTOR permanent phonograph needle with every ten unbroken records brought in for scrap.

Tuesday night sponsor of the twice-a-week show is the FRANKLIN SCHOOL OF DANCING, who gives the listener a reason for cutting a rug. Winners receive a guest card for one dancing lesson. FRANKLIN kept in step, renewed for an additional 13-weeks after its first venture.



AIR FAX: Listeners are asked to identify either the name of the composer, the name of the composition, or both. Backbone of the offering: well-known classical or semi-classical favorites.

First Broadcast: November, 1942.

Broadcast Schedule: T-Th., 9:15-9:30 P.M.

Sponsor: Penn Camera Exchange; Franklin School of Dancing.

Station: WQXR, New York City.

Power: 10,000 watts.

Agency: Lester Harrison Associates, Inc.

COMMENT: While give-aways and premium offers serve a real function in their own right, angle here not only created store traffic galore but also netted sponsor a neat sales volume. A \$3,075 response to one offer is a musical game any advertiser would like to play. But it takes more than a pop-gun to go after big game. Offers must be aimed at a specific target.



SPECIAL PROMOTION

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

Sustaining

TOURNAMENT OF CHAMPIONS For the past 15 years, WFIL's sportscaster Tom Moorehead has attended every major sporting event in and around Philadelphia. School-boy sports get an even break with college and professional meets. Local events are as much in the spotlight on his thrice weekly quarter-hour as national activities. Culmination of his efforts: the *Basketball Tournament of Champions*, one of the biggest inter-scholastic scraps ever held in the scrapple capitol.

Free throw for sportsflasher Moorehead: winners of four school-boy leagues who had not met prior to this event were brought together in a championship tournament. Twenty thousand fans witnessed the matches held in the Palestra of the University of Pennsylvania for the benefit of the Red Cross War Fund. Stay-at-homes followed the play-by-play via WFIL.

While existing sports regulations bar such meets unless for charitable purposes, sportscaster Moorehead put the ball in motion for the Red Cross, was appointed director of sporting events for the Red Cross War Fund Drive in the Philadelphia area for his efforts.

AIR FAX: Sports menu as planned by Moorehead covers all sports. Slant: ball is pitched to the man in the bleachers.

First Broadcast: May, 1943.

Broadcast Schedule: M-W-F, 6:30-6:45 P.M.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: A definite contribution to the sports life of a community are sports broadcasts which perform an actual civic service. Sponsor harvests a granary of

good will sufficient to tide his business over evil times.

Participating

BETWEEN THE HALVES KGBS, Harlingen, Tex., has found the silver lining in what was set up as an act of service to its listeners. During the season, the station airs a high school football game each Friday night. Big problem: lack of activity between the halves.

In conference games, there's the color of between-the-halves festivities. Bands and trained cheering squads keep the audience on its toes, help build the old school spirit. In a small community where football means the local high school, it's a different story. Comes the half, with 30 minutes to kill. When things get quiet in Harlingen, Tex., KGBS brings its PA wire news out to the football field.

Business firms in the towns in which games are played show their colors by sponsoring the news. Booster-backing gave listeners news at a time when no similar program was on the air in the area. Seasonal sell-out indicates that booster spirit is also a business booster.

AIR FAX: *First Broadcast:* 1942.

Broadcast Schedule: Friday, during the season.

Station: KGBS, Harlingen, Tex.

Power: 250 watts.

Population: 13,306.

COMMENT: Small town boosters lacking the wherewithal to bankroll play-by-plays will find an offering of this kind a productive method of unfurling their colors. Sponsor cashes-in on the entire local football audience, establishes himself as a part of community life.

Hotels

YOUR NEIGHBOR WAS IN PRISON

When the Red Cross staged its drive for funds in Trail, B.C., it clothed its campaign in the garments of every-day reality cut from the pattern of the lives of CJAT listeners. Trail citizens told tales of German prison camp life as it was lived in the last war. Theme pointed up by each interviewee: what the Red Cross meant to him during long months of imprisonment.

Behind this campaign gun stood the TRAIL LOCAL HOTELS ASS'N. Ammunition for the drive was provided in a series of four weekly quarter-hours. Army of listeners was recruited through flash announcements and newspaper fanfare. Hotel guests in the hostels of the seven member hotels received time-and-station cards inviting tune-ins.

AIR FAX: Theme song used on each of the four broadcasts: *Angels of Mercy*.

First Broadcast: March 10, 1943.

Broadcast Schedule: Weekly, 7:15-7:30 P.M.

Preceded By: News.

Sponsor: Trail Local Hotelmen's Ass'n.

Station: CJAT, Trail, B.C.

Power: 1,000 watts.

Population: 12,000.

COMMENT: Service has become the keynote in countless advertising campaigns. At the top of the list is service to the community. Advertisers who lend their support to civic projects entrench their positions along the main stem.

Theatres

STORY OF THE DAY When COLUMBIA PICTURES, INC., took to the KOMO airwaves in a three-times-a-week news offering to promote its new picture, *The More the Merrier*, it was the *Story of the Day* for Seattle, Wash., listeners.

Dealer and exhibitor reaction in Western Washington to this pioneer advertising movement: *The More the Merrier*. Station letters to exhibitors, plus courtesy announcements, had them at their radio posts for Dick Keplinger's news bulletins. Eight week sponsorship marked the first time in the history of radio that

a motion picture became the sponsor of a radio program.

AIR FAX: First Broadcast: April 14, 1943.

Broadcast Schedule: M-W-F, 5:30-5:45 P.M.

Preceded By: Folk Music.

Followed By: By the Way.

Sponsor: Columbia Pictures, Inc.

Station: KOMO, Seattle, Wash.

Power: 5,000 watts.

Population: 452,637.

Agency: Weiss & Geller Adv.

COMMENT: War conditions are proving to more and more new-to-radio accounts that if there is an advertising job to be done, radio can do the trick. New radio converts find that the new bird-in-hand is a homing pigeon that delivers the commercial message right in the front door.

Groceries

HAPPY KITCHEN In an effort to promote *Defense in the Kitchen*, the KMBC *Happy Kitchen* became a training kitchen. *Food Front Volunteers* took a three-week air training course in wartime cooking, meal planning and nutrition from *Happy Kitchen* director Nancy Goodé.

Following the *National Yardstick for Nutrition* set up by the NATIONAL RESEARCH COUNCIL, the course stressed food conservation and methods of overcoming food shortages. Homemakers who passed a final examination received membership certificates in the *Food Front Volunteers*.

AIR FAX: Approved by the Kansas City Department of Civilian Defense, instruction was a feature of the *Happy Kitchen* quarter-hour.

First Broadcast: May 11, 1942.

Broadcast Schedule: Monday through Friday, 2:00-2:15 P.M.; Saturday, 9:15-9:30 A.M.

Station: KMBC, Kansas City, Mo.

Power: 5,000 watts.

Population: 602,046.

COMMENT: Homemakers are more anxious today than ever before to stretch the budget. Service projects of this kind are sure-fire methods of garnering consumer good will. As war time needs drain additional supplies from civilian desires, such service features will be even more in demand.



JOHNNY ON THE SPOT

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

QUICK FREEZE

While the war has restored the old fashioned ice box to its place in the sun, the housewife in need of refrigeration doesn't need to be told twice that there's an electric box. SERVANT'S APPLIANCE Co., Oakland, Cal., can vouch for that. Just before air time for its daily spot announcement SERVANT's telephoned copy to publicize a new stock of refrigerators. By night-fall, as the result of that single, exclusive KROW plug, 40 refrigerators had been tagged as *sold!*

SOCKING 'EM

Some not-so-sold-on-radio advertisers hit below the belt when they sign a first contract. Commercials slanted at slow-moving merchandise are produced, presented as a *test* of radio. That radio has successfully moved these items is a tribute to the medium rather than to the advertiser. This same advertiser would never think of burying a small agate type ad in the daily rag and calling that a *test* of newspapers.

When POLLOCK'S SHOE STORE, Richmond, Va., tested the pulling power of radio, via WRNL, it played the game fairly and squarely. With the demand as big as the Empire State Building for NYLON hose, POLLOCK'S purchased two 30-word spot announcements. Listeners heard that POLLOCK'S had NYLON hose.

The hose came in pairs, but buyers came in droves! Bright and early the next morning at 8:00 A.M. a crowd five and six deep lined the street. An 11:00 A.M. sell-out quelled the near riot.

Cream O' the Crop

(Continued from page 229)

other advertising medium was needed to *sell* our product. With production curtailed, the problem was to keep up with the demand in even a small way.

But that didn't mean that we dropped our advertising campaign. In some ways, it is more essential than it has ever been before. The business that plans to have its shingle polished at war's end has to make plans now for that day! In the interim, it has to keep track of its friends, and it has to do what it can to help them. *Sales* as such are gone with the wind, but *service* has taken its place at the chair of honor.

A campaign to inform the public of constantly changing rules and regulations pertaining to production, delivery, rationing and other restrictions and limitations, was launched. Through the *Alfar's Parade of Sports* we are able to tell our customers and friends in a friendly, informal way just why milk deliveries have to be on alternate days; why ice cream production is curtailed and our quota cut in half.

And it also helps us to plan for the future. Today our theme is simply this: probably you can't get ALFAR ice cream, and probably you can't get the flavor you want, but it's so good that it's worth asking for, and certainly worth waiting for.

In the meantime we are performing a public service and winning friends for that service. We are piling up a reserve of good will among old customers and would-be new ones. When we had ice cream to sell, these people bought. Now they need our explanatory messages. In return for this, they will remain our friends and become our customers when dairy products go back to normal production and distribution.

Some day, supply will again exceed demand. Good will created now will take up that slack. It's a great thing, good will! It's the respect you earn, the confidence you command; it brings customers out of their way to trade with you.



NEXT MONTH

R. H. GALLEY, of ALLIED MILLS, INC., Fort Wayne, Ind., presents one of the most powerful educational promotions in the history of the feed industry, tells how *Men of Action* got into action.

LOUIS A. COHEN, credits radio with the amazing sales records for the COHEN DRUG STORE, Charleston, W. Va., gives radio this boost: from one store to ten in the decade firm has used radio!

CARL JOHNSON, president of the EARLY BIRD HATCHERY, Davenport, Ia., diverts advertising budget 100 per cent to WOC, has doubled sales since firm took on radio. *Ripley item*: threw catalogues away, let radio do the whole job.

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

