

# S Showmanship



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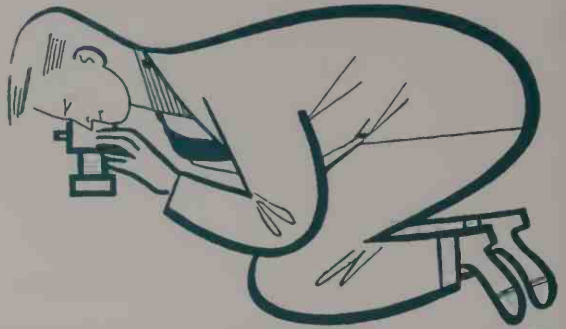
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**45 TESTED PROGRAMS FOR BUSINESSMEN**

MORE THAN A MAGAZINE A SERVICE



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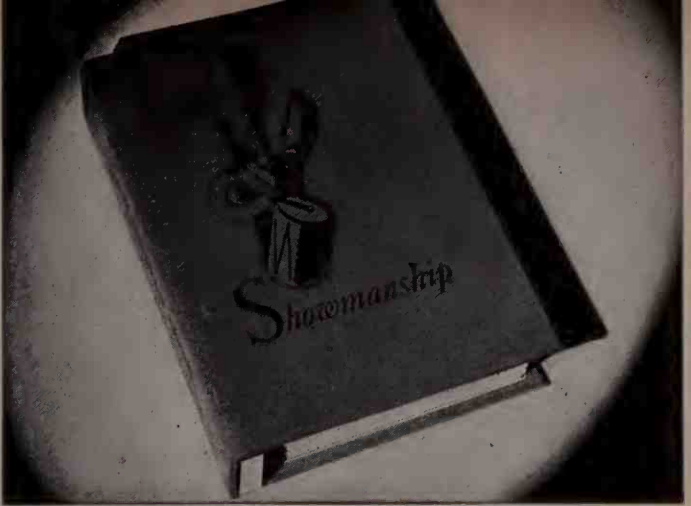
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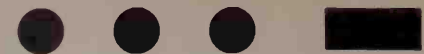
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**BUY  
UNITED STATES**

*War*

**SAVINGS BONDS**

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



*Invest for* **VICTORY**



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## Radio Ups Food Out-Put Increases Feed Tonnage

# Victory Farmers Allied

By R. H. Galley, Allied  
Mills, Inc., Fort Wayne, Ind.

**I**N the spring of 1941 when Secretary of Agriculture, Claude L. Wickard, broadcast an appeal to farmers for increased production of meat, milk and eggs, few realized the huge food-producing program that was being launched.

But in Fort Wayne, Ind., this appeal stirred into action one of the most powerful educational promotions in the history of the feed industry. Within one week, plans were made for a national feed distributors' *Men of Action* campaign for increased production for meat, milk and eggs; *Foods for Defense* it was called then.

The same month Wickard made his startling farm production demands, ALLIED MILLS' radio advertising manager, Russell Lehe, was commissioned a lieutenant in the Army Air Forces. (The previous year had been ALLIED MILLS' first year of radio advertising; *The Wayne Mail Box*, a 15-minute transcribed show, ran every Saturday morning over 10 middlewestern stations.) At this point, the advertising director of ALLIED MILLS, John L. Richardson, personally took over direction of radio advertising. The theme of the *Men of Action* promotion was developed for all phases of the company's selling and education. New style spot transcriptions, using farmers' testimonials from all sections of the nation and from all kinds of farmers, were developed and built into a new pattern of recordings using SONOVOX and cannonading sound effects. These spot announcements, which took first award for 1941-42 given by the National Advertising Agency Network, were scheduled over 16 of the nation's

top agricultural radio broadcasting stations. The results led to development of this year's huge *Victory Farmers on Parade*.

*Victory Farmers on Parade* is part of the ALLIED MILLS' far-reaching educational program to encourage and promote better livestock and poultry production through more efficient feeding and management. The Secretary of Agriculture has announced again and again new increased production goals for



### THOSE WHO SERVE

● Coveted is the 6-inch square polished mahogany *Victory Farmer Award* plaque. Recipients are farmers making unusual farm production records in accordance with the *Foods for Freedom* program of the United States government.



● Postmen got no holiday when ALLIED MILLS, INC. made a one-time offer of a farm record book for income tax computations. *Victory Farm Reporter* Med Maxwell, two assistants, look over returns.

American farmers, and this educational radio program, planned for the farmers, works directly into the *Victory Offensive* drive for greater food production.

As events on the battlefronts of the world unfold, it is becoming more and more obvious that foods will be used to win over and to hold to the United Nations' cause, the half-starved peoples of the invaded countries. It is in this huge armament program that ALLIED MILLS is actively engaged. The Secretary of Agriculture says, "I think I can say quite conservatively that food, American food, has already so influenced the course of the war that we are years nearer to the final victory today than we would have been if we had not used it very deliberately as a weapon of war."

The key to greater production of milk and dairy products lies in the efficiency of feeding and management, rather than in increasing the number of dairy cattle; it takes almost three years to breed and build a dairy cow for milk production before obtaining a solitary pail of milk.

So milk production must be obtained through instruction and practical advice on dairy herds now on farms, from both the top dairy farmers and the leading dairy nutritional experts. This is where *Victory Farmers on Parade* brings into full action, the most direct and practical advice and encouragement to farmers.

Meat production problems are not quite as difficult; livestock can be increased, particularly hogs, in a shorter time. The problem here is one of stretching available feed stuffs to give the most efficient gains in pounds of flesh added per pound of feed. There is a shortage of feed stuffs, and again this is where *Victory Farmers on Parade* steps into the farmers' homes and tells in plain simple language, the experiences of other pork raisers in getting the most efficient production.

Egg and poultry production are the quickest to obtain, and it is again a question of getting top production year around, instead of the old fashioned idea that hens should lay eggs only in the



● Farm food producers' friend Med Maxwell, (left), brings farm operator, (right), and flock representative to the mike. Supervising territory distributor, (center), approves.

spring and summer. This year 'round production is obtained through breeding better poultry, and better feeding and care. *Victory Farmers on Parade* has an opportunity to influence farmers toward these goals.

This program is a transcribed 15-minute show scheduled twice a week at farm-audience hours, on stations from Omaha, Neb., through to Raleigh, N. C., and Philadelphia, Pa. Supplementing this program is a schedule of spot announcements in less intensive areas.

The transcriptions are made on the farm, in the field, barn, farmhouse, or general store; wherever electricity is available for portable transcribing equipment. Medford Maxwell, as the *Victory Farm Reporter*, has been working with radio for many years, and at present is Radio Director of LOUIS E. WADE, INC., the advertising agency which handles the WAYNE FEED DIVISION of the ALLIED MILLS account. Mr. Maxwell is a showman with years of experience in old Chautauqua days. Jack

Stilwell, of Station WLS, Chicago, is the announcer.

The program opens with an organ playing *America the Beautiful*, and fades as the announcer comes in. A short commercial is followed by the interview, and a closing commercial with the theme song comes in at the finish.

In each interview, the farmer himself is the main character. Med Maxwell asks the questions, and the farmer, through his own natural phrasing, gives the ring of sincerity and naturalness that makes this program so popular with the farm audience. At the finish of each interview, the farmer (who has been selected for his outstanding farm production records in his community) is awarded the coveted *Victory Farmer* plaque for his service and achievement.

Through intelligent questioning, the interviewer is able to help the farmer describe in his own language, his methods of obtaining his heavy production records. The many angles to livestock and poultry raising are developed and

the methods of overcoming common errors in this important food production front are explained so any farm operator can easily and quickly apply these same methods on his own farm. Approximately 125 farmers and farm experts have spoken to the farm audience for this program since September 1, 1942.

As one test of listener audience, an



*Man-of-action* Richmond H. Galley, shown above, now advertising manager of the Packaged Foods Division of Allied Mills, Inc., Fort Wayne, Ind., won his spurs the hard way.

*Depressionitis cost the architectural profession a promising recruit, caused him to forego the draftsman's table for the editorial desk. As an undergraduate he slung hash in a University of Michigan field expedition, bucked rivets in steel construction, sacked groceries, did other odd jobs to keep the wolf in its rightful place.*

*With sign painting for a traveling troupe of Hopi Indians, cafeteria cashiering, other jobs behind him, a diploma tucked safely away, adman Galley really got down to business. Reward for services rendered to the Tea Bureau, Inc., New York: Eastern Field Manager. Before coming to Allied Mills early in 1941, he sharpened the tools of his trade first with Buehler Bros., Inc., meat packers, then with Sprague-Warner as store groups advertising man and copywriter.*

*Stormy weather has no terror for him: by his own confession, the rougher it is, the more he can enjoy getting inside. Mountain country and pre-rationed thick, red-rare steaks rate tops on his scale of values. Current enthusiasm: a twice-planted Victory Garden.*

offer of a Farm Income Tax Record for 10 cents to cover handling, was dropped into one six-minute period, March 6, 1943. Returns gave an average per-inquiry cost of less than 11c.

Among the highlights of these programs was the Thanksgiving day program, transcribed from an actual church service in a little country church in Berlin, O., with the regular congregation, rustling clothes, chatter of children, natural singing, and the old upright piano. Another was the Christmas Day program, an a-capella choir concert, which has since been re-cut for libraries. Then there was the Lincoln's Birthday program, transcribed at the actual Lincoln family farm down in central Illinois where Lincoln's father had cleared the land. The farmer on this program was an old settler, who, with his wife, told of childhood days when Abraham Lincoln himself was still visiting the land of his childhood. Another was on Wendell Willkie's farm, made on the day that Mr. Willkie returned to this part of the country from his recent round-the-world flight. In the transcription, the telephone can be heard ringing; it was Mrs. Willkie, calling the farm to have a chicken killed for Mr. Willkie's dinner. In a transcription made in a general store, a customer, unaware of the cutting, is heard in the background asking for a pound of coffee which he wasn't able to get (this was just before coffee rationing).

Since the start of ALLIED MILLS' radio programs, the tonnage of WAYNE FEEDS has increased until at the present, all ALLIED MILLS' plants from Florida to Nebraska are running at peak capacity, and the demand for WAYNE FEEDS is far greater than the available supply. The war has created some of this demand, through the increased production of meat, milk and eggs for foods to win the war. But there is no doubt that some of the increases have also been due to the better understanding of feeding of livestock and poultry brought about by the simple, direct radio technique, which brings together the inexperienced feeders and the old expert feeders, through ALLIED MILLS' radio programs.



**H**ow, you may ask, can a livestock auction market use radio effectively?

Well, for quite some time WRUF has been playing a big part in the operation of SNOW's, in Gainesville, Fla., not only as an advertising medium, but also as a public service. The second point is particularly important to me. I am convinced that service and success go hand in hand. As the guest speaker on one of our recent broadcasts, a livestock expert from the University of Florida's College of Agriculture, expressed it:

"An auction market must be of very definite service to both the stock breeder and the buyer. By assuring each of these opposed interests an absolutely square deal, it provides an incentive for the breeding of better stock which will bring higher prices, and at the same time, it gives the buyer honest value for his money. The consuming public, of course, will benefit in proportion. Unless the market performs this function, it will not survive."

That, I believe, explains why SNOW's is today the oldest existing, the largest, and by all odds the fastest growing livestock auction in Florida. And radio has been with us almost from the start.

It was very shortly after taking over the moderately active three-year-old market at Gainesville that I started buying time on WRUF. I felt that the station's connection with the University of Florida and its authoritative *Florida Farm Hour* would make it the ideal medium for spreading our message over a large, and agriculturally important, part of the state.

Originally our advertising was simply a one-minute spot following the *Florida Farm Hour* each Saturday at 1:00 P.M., supplementing that program's general market quotations with the cattle and hog prices paid at our auction the preceding Monday, our regular sale day.

This modest schedule admirably fulfilled the dual purpose of service and advertising by keeping not only buyers and sellers, but also the consuming public, informed of price trends, while showing our prospective customers the desirability of trading through our market. Still, as time passed, I realized that greater use could be made of radio and this led to several conferences with WRUF Director Garland Powell and Commercial Manager Bud Miller. Finally we decided upon a remote control broadcast from the market each Monday during the sale.

# Bids By Remote!

75c Pig Goes to Market,  
Brings Red Cross \$386

By Gary E. Snow, Owner,  
Snow's Live Stock  
Auction Market

● Snowdrop, the ring boy, was proud.





◀ —————

● (Left) . . . When auctioneer Rip Roberts concludes his chant, WRUF special events announcer Otis Boggs takes over. Engineer Milton Adams and Commercial Manager Bud Miller register interest.

● (Right) . . . No bum steer for cattleman Gary Snow (center) was his hunch about radio. Corralled and hog-tied by WRUF Director Garland Powell, (left), and Commercial Manager Bud Miller, (right), he signs a radio contract.

————— ▶

However, price quotations are not the principal object of the new program. We still use the Saturday spot for that. Our main purpose from the start has been to expand our service by giving those in the business, and the general public, timely and helpful information on the cattle industry and the meat situation.

We inaugurated our 15-minute program on January 4. Each Monday afternoon at 5:15, WRUF's listeners are greeted by our chief auctioneer, genial Rip Roberts, giving the chant perhaps best known in connection with tobacco markets. Then Otis Boggs, student sportscaster and special events announcer, comes on with some opening comment about the market: a description of our scales, our new double-deck loading chutes, our recently completed 40-pen barn which gives the market four times its original capacity, and our numbering and bookkeeping systems set up for the complete protection of buyer and seller alike. After that, Rip returns with a report on the day's hog and cattle sales up to that time, a few words on recent trends, and information on the horses and mules in which we also deal.

The WRUF staff has a free hand in arranging the balance of the program, with non-commercial material. Usually,

Otis interviews a cattle breeder, a buyer for a large packing plant, a local slaughter house operator, a dairyman, a veterinarian, a federal agricultural worker, a University professor, or an official of the county cattlemen's association. Sometimes, for variety, he takes his saltshaker mike and goes through the crowd of buyers and sellers who now come regularly from a radius of more than 100 miles, picking up interviews at random.

These unrehearsed discussions, of course, cover every angle of the livestock and meat businesses: problems of buyer, seller or consumer, interpretations of OPA rulings, improvement in breeds, and similar subjects.

All programs are broadcast from high in the stands surrounding the arena, against the background noise of the auction being carried on by our assistant auctioneer, Buck Buckman. Consequently, Otis Boggs often finds opportunity to intersperse descriptions of activity in the arena, such as the spectacle of the negro ring boy avoiding a particularly mean steer by scrambling up on the post placed in the center of the ring for that purpose.

Occasionally, though, Otis' ad libbing produces unexpected laughs, as on the day he interviewed a 16-year-old girl



whose cattle had won several major awards. Calling up the young lady's father for supplementary discussion of the family's connection with the cattle business, he concluded with this brilliant pleasantry:

"Thank you, sir, and here's hoping you'll have a lot more prize winners from that daughter of yours."

Sometimes a novelty stunt is substituted for the interview, such as having Otis and his mike accompany a selected steer from the unloading platform to the scales and on through the runs to the arena.

But I am particularly proud of broadcasts devoted to charitable or patriotic enterprises. In April, three programs were given over to the AMERICAN RED CROSS. On the first one, we auctioned off a trio of calves donated by prominent breeders, and made \$163.00 for the War Fund. The next week we put up for sale a little *piney woods* hog of such obviously poor quality that it brought only 75 cents. But when the buyer offered to turn it back for resale for the benefit of the RED CROSS, he started a series of sales and donations that carried over to the following Monday. Ultimately, the little 75 cent pig contributed \$386.35 to the War Fund and incidentally received

nation-wide publicity for his accomplishment.

So that is how we make use of radio for public service and advertising combined.

Am I satisfied with the results obtained? Well, in just four years my business has grown to more than seven times what it was when I took over the market. And remember what I said in the beginning about SNOW's position among all Florida livestock auctions!

---

*Innovator Gary Snow, owner of Snow's Livestock Market, took the bull by the horns, walked where few others in his business field had trod when he put his name to his first radio contract. Because the market was in the three-year-old yearling class when he took over in April, 1939, has since become the pride and joy of Gainesville, Fla., straight shooter Snow gives radio a blue ribbon for its advertising value.*

*A native Floridan, livestock man Snow's interest in farm animals is life-long. His ambition: to make all possible contributions toward the improvement of one of Florida's increasingly vital industries.*

# Pass the Time O' Day

Cultivation in the Drug Field Yields Bumper Harvest, Writes  
Louis A. Cohen, of the Cohen Drug Stores, Charleston, W. Va.

**A** FRIENDLY gesture grown into an institution. That's the status of the COHEN DRUG STORES, Charleston, W. Va., with its WCHS farm listeners. Back in 1933, we sowed our first radio seeds with the *Old Farm Hour*, and ever since we have consistently planted the sales seeds and reaped the harvest. With radio, we have cultivated friends throughout the state.

Our first program was a half-hour variety show from the WCHS auditorium stage. Hill-billy musical selections, jokes, gag acts, and numerous special events such as actual weddings, carnival freaks and what-not, drew a live audience of 3,500 every week.

In September, 1940, COHEN DRUG

STORES put its name to what it considered the outstanding act on the *Farm Hour*, namely, *Cap, Andy and Milt*. With its old time gospel songs, rhythmic spirituals and original compositions, this act has built and held a tremendous radio audience. Mail pull for this 15-minute Monday through Saturday offering heard at 7:30 A.M. under the COHEN DRUG STORES banner, has been and is, tremendous.

There is no question in my mind but what the farmer is a good customer for the town store-keeper. He buys the same shaving cream, toothpaste and razor blades as his city brother. That one factor is justification enough for the fact that radio with us is a primary medium



*Good neighbor Louis A. Cohen (seated) makes plans for planting farm sales seeds with WCHS War Program Director Virgil L. Schmit.*

*As hard to find as the needle in the haystack is a more courteous, friendly fellow than busy-as-a-bee Louis A. Cohen, owner of the Cohen Drug Stores. From one drug store in downtown Charleston, W. Va., to ten thriving outlets throughout the state is his story of the decade.*

*His short-cut to winning friends, influencing customers: a willingness to consider the ideas of others. His business rule-of-thumb: the customer is always right. What he has seen with his own eyes, heard with his own ears, are the concrete reasons why he attributes much of the growth and progress of his stores to the use of radio.*

for selling goods to the farmer as an *individual*, but that isn't the only factor.

Busy as he is, the rural dweller has few distractions competing for his leisure time. Radio offers him the world on his own front door stoop. The advertiser who brings it to him is apt, on many farms, to be the only daily caller, and what a world of good will is created by the simple act of being a good neighbor!

Daily radio visits are like friendly visits of good neighbors passing the time of day. And the formula for radio advertising success with rural people is cut from the same pattern as any other radio success story. Tell your sales story in a simple, straightforward way, and repeat your message frequently! That's all there is to it. A product of merit is almost certain to get volume sales at low cost. And we know what we are talking about! The sale of over 10,000 packages of razor blades within just a few days was directly traceable to radio announcements. Other items that have gone over in a sensational manner have been cosmetics, vitamins, patent medicines, *Victory Garden* books, drugs, candy, and sundries of all kinds. It's no wonder that we are one of radio's staunchest friends!

Among advertisers, the farm family, in spite of its current buying power, has not had the dollar recognition from the general advertiser that is accorded the urban family. One reason is that the farm market is actually two markets, the vocational and the consumer. To a large extent, over-emphasis has been placed on the work front. Family needs have been secondary. We feel that our experience is one indication that the market for family products has dollar value at least as great as that of the vocational goods market. With the increase in buying power and the increase in listening, radio becomes a more important advertising medium than ever before.

Advertisers with the *know-how* reap a rich harvest from this market, but the big question is how the advertiser may best penetrate it. In the last analysis, an advertiser may do one of two things in his choice of radio programs. He may inform, or he may entertain. Each type

of program has its place, and the only absolute essential is that the farm program be carefully built and carefully produced.

Since our approach is to the farmer as a *consumer*, that is, as an *individual*, we bring our farm listeners friendly, neighborly personalities and entertainment that fit every day interests. We selected a program that would appeal to the entire family because agriculture is the one remaining family industry, and on the whole, that family works and plays as a unit.

Of course, the right program *alone* can't do the job. The importance of picking the *right time* is a sister problem. Most farmers listen when they are in the house, and during daytime hours that means at meal time. Our 7:30 A.M. program gets the men before they go out into the fields.

In February, we supplemented this schedule with a 5:00 P.M. quarter-hour. Our choice was the OWI transcribed program, *Uncle Sam*, and until this program was withdrawn from local sponsorship, it too, did a good job for COHEN DRUGS. The time was right. Its appeal was universal.

Radio in wartime, as far as the farmer is concerned, is of tremendous value. With a scarcity of help, farmers stay at home more than ever before, and with tire restrictions and gas rationing, radio becomes more than ever the farmer's friend and morale booster. For the advertiser, the farmer is certainly a friend in need. The advertiser who can meet those needs now, reaps the benefit of the fact that farm prices have come nearer being at full parity rate than at any time since 1920. Those with nothing at the moment to sell other than good will can build for the future market when War Bonds and money in banks will be used to purchase products the farm family wants and needs. And now is the time to build up those self same wants and needs! It isn't only the vocational market that needs cultivation. The advertiser who tills the long neglected home products market is going to find that advertising directed at the dirt farmer is Grade A pay dirt!

# Radio: Farmer's Friend!

Advertiser Rates Greater Audience Acceptance, Better Market From Farm Service Projects Says Bill Prance, WSB Farm Head

**I** WANT you to read a letter I received early this year:

*"Dear Sir:*

*I have been a 4-H Club Member four years although I don't go to school. My mother is and inverlaid and I can't get out at factor work. So I'm writing you for the infermation to where I can get somebody to furnish me a hundred (100) hens then let me pay for them out of the eggs. Pleas let me know on return mail as I want to do my shair on winning this war. I'm 17 years of age. I can furnish refference."*

That letter was really meant for all radio farm directors in the country. Each letter is a silent compliment to radio's agricultural efforts, a sign of familiarity with farm programs, and a mark of confidence in radio's ability to help agriculture. Rural listeners appeal to individual stations for aid because they look upon radio as a friend.

To understand the *why* of this strong radio-farmer bond, consider the dependence of the isolated farmer upon radio for his news. Few farm people in Georgia receive a daily newspaper. Yet, under wartime conditions, farmers must keep abreast of the nation's food needs, of priority regulations, freezing orders, rationed goods, and of restrictions on their wartime operations.



←

● WSB sweet potato seed has what it takes! WSB Farm Director Bill Prance and County Agent R. S. Stephens, examine the yield one farmer produced.

SHOWMANSHIP

● (Above) . . . America comes of age! 4-H Clubbers on reaching 21, participate in the annual WSB 4-H Club Citizenship Ceremony.



● (Below) . . . Gentlemen from Barnesville, Ga., cotton-up to WSB's mike, tell about the cotton picking holiday. (Left to right): County Agent, B. H. Kenny; Businessman, J. D. Smith; WSB Farm Director, Bill Prance; Farm Placement Officer, U. S. Employment Service, L. H. Templeton, and Mayor Harvey J. Kennedy.



Through radio, the farmer ten miles off the main road is informed of these developments.

News releases, plus market reports, weather bulletins, farm leaders' speeches, homemaking classes, and daily agricultural pointers make up radio's *regular* schedule of farm programs. More indicative of radio's resourcefulness, however, are the *emergency* shows which the airwaves have carried to solve specific agricultural problems.

Take, for example, the cotton problem in Georgia last year. A widespread farm labor shortage threatened the harvesting of Georgia's bumper crop. In county after county, cotton stood puffed for picking; the equinoctial winds and rains were fast approaching, yet there were not enough hands to clean the fields.

City officials of Barnesville, Ga., envisioned a cotton picking holiday, a full day during which all stores and schools were closed. Merchants, lawyers, teachers and school children put cricks in their backs for Uncle Sam.

When the plan proved successful in Barnesville, radio entered the picture. Over WSB, Barnesville officials explained the idea to all of cotton-laden Georgia. Telegrams to 50 community mayors inviting city councils to tune-in were sent prior to the broadcast. For six days, radio plugged the cotton picking holiday. Final reports from Extension

Service authorities: the cotton holidays saved approximately \$15,000,000 worth of cotton from rotting in the fields!

Another example of radio's service to agriculture is the WSB *Oconee County Sweet Potato Project*. At one time, Georgia led the 48 states in sweet potato shipments. From 5,000 carloads a year, shipments fell to 22 in 1939. A potato disease had gradually lowered Georgia's seed quality until it would not stand up in northern markets. WSB took it upon itself to revive the industry, and launched an extensive farm project. Its Farm Department spent about \$600 on certified disease-free seed. These were distributed to 80 Oconee county farmers participating in the experimental work on the 110 acres of farm land set aside for the purpose. Each farmer received enough seed potatoes to plant from one to five acres during the summer. For every bushel of seed, the farmer returned two bushels to WSB, so that

enough seed was obtained from the original carload to double the 1943 project. Project progress is reported regularly to WSB listeners.

A more dramatic example of radio's farm cooperation is the 4-H Liberty Ship Bond Drive, conducted through WSB's *Dixie Farm and Home Hour*. 4-H Club Members in Georgia, 102,000 strong, set out as their 1943 goal to produce enough food marketed in regular trade channels to feed every boy or girl serving in the armed services from the State of Georgia. In connection with this project, members determined to buy and sell two million dollars in War Bonds between April and August.

That money was to pay for a 10,000 ton Liberty Ship which they were to christen sometime in August at the dock of the SOUTHEASTERN SHIPBUILDING CORPORATION, Savannah, Ga. SOUTHEASTERN SHIPBUILDING is to play host to the 4-H girl selected to christen the S. S. HOKE SMITH, to her maids of honor and friends. A parade from the hotel to the docks is scheduled. To witness the christening, 12,000 shipyard employees are to knock off work. A 4-H Club Reception will round out festivities.

A month after the drive was launched, the campaign had not only exceeded its quota, but it had reached the four million dollar mark!

What do projects of this kind mean to the commercial radio sponsor? Plenty! In the case of the cotton picking holiday, radio saved money for its farmers, money later spent for occupational and domestic needs. Through the sweet potato project it provided a new source of income. In the Liberty Ship Drive, radio built for the future. All of which goes to make for more spendable income available in a listening area. While all advertisers profit from this type of activity, the commercial sponsor for farm programs particularly, is insured a better market and greater audience acceptance. After all, what builds radio, builds its advertisers!



**I**T may well be that the early bird catches the worm, but since EARLY BIRD HATCHERY took radio as its advertising right hand man, the EARLY BIRD that conceivably has been catching the sales! Before 1939, EARLY BIRD was hatching about 160,000 chicks annually. That year, it bought its first radio program on WOC, Davenport, Iowa. That 6:45 A.M. quarter-hour proved to be the goose that laid the golden egg, and we have taken good care of it ever since. This year, sales will run over the 300,000 mark, or just about double what they were before we signed our first radio contract!

True, chicks hatched by commercial hatcheries have established a new high record for the third successive year, and represent an increase of about 75 per cent over 1930. From 1934 to 1942, the proportion of the chicken crop produced from hatchery chicks increased from 47 per cent to 82 per cent. But since the nature of any business is competition, this increase does not explain EARLY BIRD's success. Through advertising, a hatchery has an opportunity of establishing with the public the superiority of its chicks over that of its competitors. For us, that medium is radio.

In previous years, EARLY BIRD followed the common catalog practice. Last year, radio pulled so well that, though the catalogs were printed, they were thrown away. It didn't seem worth our while to waste postage on them! This year



# Bird In Hand

## Catalogues Shelved, Radio Gets Ad Budget 100% for the Early Bird Hatchery, Davenport, Ia., Writes President Carl Johnson

our entire advertising budget was put into the WOC quarter-hour. Naturally, this year, and to a certain extent, last year, created unusual markets for baby chicks, but market conditions alone could hardly account for our phenomenal record.

Each spring, EARLY BIRD has added two or three additional weeks to its radio schedule, and this year, it started earlier and ran longer than any previous year. While our original contract was for 13 weeks, our schedule for 1943 was well above the 20-week mark. With the exception of our second year, when we tried a five-minute shot, we have always used a 15-minute schedule. Experiences of other radio advertisers indicate that a five-minute program can do a successful job of selling, but we found that for our purposes, the 15-minute offering is more productive.

The programs? Simply 15 minutes of music from the WOC transcribed library as played by the versatile *Early Birds*, interspersed with hatching, breeding and market information. It is difficult to determine which is the more important, the entertainment aspect, or the informational side of the series. Together, they seem to fit our needs and the farmer's interests perfectly.

Since farmers depend upon radio for current market information and other information vital to their work, the increased interest in government regulations affecting farming makes radio an absolute necessity for farm welfare. Since every farmer must know, for example, what products are in demand, farmers consider radio a necessity, not a luxury.

Several types of music have been tried.

Listeners have heard popular, light symphonic, hill-billy and polkas, as well as military bands. Polkas, used this year, have been by far the most successful of all. Conversely, hill-billy brought the wrath of the poultry fanciers down on the head of the EARLY BIRD and was dropped in a hurry. In determining just which type of music to use, the advertiser must do as we did; a little experimentation will quickly reveal listener preferences. Interests from community to community are different, and in making a distinction between the relative merits of polkas over hill-billy, I can only speak for that section of the country which bounds Davenport, Ia.

Perhaps this combination of music and information isn't original nor different. It doesn't need to be. The important thing for the advertiser is to give the listener the editorial content he wants, and sales will follow as the night the day. From the standpoint of the advertiser, a program of this type has the dual advantage of being easily produced, and it is also easy on the pocket-book.

Commercials are kept friendly and informal. The poultry fanciers know me, personally. We're friends, and high powered stuff doesn't go between friends. Frequently, an announcement that "*Carl asked us to tell you that he now has about 2,000 week-old cockerels that he will make a good price on if they are taken out today*" will move the entire lot before nightfall!

It's that kind of response that takes the guess-work out of where to put the advertising dollar. Ours goes to radio, every red cent! It's the best sales incubator we have ever tried!



# 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. 177).  
*Sporting Goods*—Alley Dust (June, '41, p. 207).  
*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 Airplanes (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.

### Department Stores

**FRIENDLY FARMER** While the city man has to go to his office to get daily reports on the wherewithal of his daily bread, the farmer's office is his own front parlor. With the flip of the wrist, the man of the soil gets grain, poultry and live-stock quotations. Advertisers in-the-know find that market quotations, plus farm and world news as well as government or state issued advice on better crop production, and farm equipment maintenance, have what it takes to sell the farm vocational market.

In Marion, O., it's the *Friendly Farmer* that rings the bell for WMRN listeners. A full hour show heard six times a week, the program plays no favorites among its parti-sponsors. Announcements slanted the farmer's way are heard for SEARS, ROEBUCK & Co., SCOTT & SONS, manufacturers of feed and seed in Marysville, O., Richmond (O.), wool buyer, JOE HOWE, and the WESTERN AUTO STORES, Marion, O.

**AIR FAX:** *Friendly Farmer* Bob Gross reads commercials, plays recordings with rural appeal, gives paid-for news of farm auctions, in addition to United Press farm and world news. G.I. farm advice is also passed on.

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

**Broadcast Schedule:** Monday through Saturday, 12:00-1:00 P.M.

**Preceded By:** Music.

**Followed By:** News.

**Sponsor:** Sears, Roebuck & Co.; Scott & Sons; Western Auto Stores; Joe Howe.

**Station:** WMRN, Marion, O.

**Power:** 250 watts.

**Population:** 31,084.

**COMMENT:** National success of hour-long farm programs is a guide post

pointing the right direction for the local advertiser. When such a program has established itself with the farm market for its consistent performance record, it's a good bet for any advertiser.

### Candies

**JUST FOR FUN** While bridge enthusiasts tend to get deadly serious over their hands, and other hobbies are apt to make their possessors on the boring side to those who do not share the interest, those who indulge in contests of mental wizardry do it *Just for Fun*. And when the day's march with full packs is done, there's no more fun loving group on the face of the earth than the army training camps, others winning their spurs in the armed forces.

With post exchange sales currently the main source of business for WASHBURN CANDY CO.'S WOLECO CANDY BARS, agency account executive Nelson Bennett came up with a combination variety-question period show as the recipe for whetting public interest and martial appetites.

Heard every Tuesday over WBZ-WBZA at 7:30 P.M., the half-hour show originates from servicemen's centers, is heard from different camps each week. Camp posters and publicity in camp papers keep the concoction *cooking with gas*. In a half-hour warm-up prior to the broadcast, soldiers and sailors face a barrage of quiz questions. Finalists appear in the radio show.

**AIR FAX:** Comedy element is supplied by Fred and Posey. Featured warbler is Kay Ivers, with Rakof and his orchestra pulling the strings of the musical background.

**First Broadcast:** April 20, 1943.

**Broadcast Schedule:** Tuesday, 7:30-8:00 P.M.

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

**Followed By:** Johnnie Presents.

**Sponsor:** Washburn Candy Co.

**Station:** WBZ-WBZA, Boston, Mass.

**Power:** 50,000 watts.

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

**Agency:** Bennett, Walther & Menedier Adv.

**COMMENT:** Tomorrow's success is based upon today's plans. Sponsor here establishes his product with current custom-

ers, who, in turn, represent a tremendous buying public for the postwar period.

## Seeds

**MAN ON THE FARM** With food a vital wartime weapon, production guns are aimed straight at the heart of agricultural America. Manning the guns are farm families everywhere. Helping the *Man on the Farm* keep his powder dry, his sights in line is the DE KALB HYBRID SEED CO., De Kalb, Ill. Target at which DE KALB aims in its thrice-weekly ten-minute offering over WNAX, Sioux City (Ia.)-Yankton, So. Dak.: increased food production for 1943.

Battle formation: WNAX Farm Director Chris Mack visits a farm a day, records interviews with every member of the family. The fuse that sets off the powder: questions on production increases which the *Man on the Farm* answers are the media for promulgating new ideas. Evidence that DE KALB scored a bull's eye in its program choice: sponsor is carrying the program through off-season summer months because of all-out listener response.

'DE KALB's method of keeping the listeners' ranks filled includes a set of 50 imprinted cards presented to each farm family. Cards advise friends of time-and-station data so that aunts, uncles, and a host of friends will catch the family recording, not miss the fun. Tune-in seeds are also planted on the WNAX early morning *Farm News*.

**AIR FAX:** *Broadcast Schedule:* M-W-F, 12:50-1:00 P.M.

*Sponsor:* De Kalb Hybrid Seed Co., De Kalb, Ill.

*Station:* WNAX, Sioux City (Ia.)-Yankton, So. Dak.

*Power:* 5,000 (d).

*Agency:* Western Adv Agency., Racine, Wis.

**COMMENT:** Man's urge to *hear* plays second fiddle only to his urge to be *heard*.

In programs of this kind, the two go hand-in-hand, give the common man, all his friends, a big moment. Format here offers a quick way to win an established farm audience.

## Feeds

**CRACKER BARREL** *Cracker Barrel* diplomats get plenty over which to chew the fat in Kingston, Ontario. In homely, farm style comes information on the CKWS feature from the Department of Agriculture. Also included in this H. P. PURDY GRAIN Co. good will gesture are farm market prices, and a record of the day's trading.

Harmonizers around the *Cracker Barrel* are the *Ranch Boys*, with the *Mountaineers* supplying swingly old-time and hill-billy tunes. Commercial tune sung for PURDY GRAIN beats the drum for hog feeds, concentrated poultry and dairy feeds, and seed grains.

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

*Broadcast Schedule:* Monday through Saturday, 5:15-5:30 P.M.

*Preceded By:* Motion Picture Parade.

*Followed By:* Varied.

*Sponsor:* H. P. Purdy Grain Co.

*Station:* CKWS, Kingston, Ont.

*Power:* 1,000 watts.

*Population:* 31,703.

**COMMENT:** Partners in the job of raising food stuffs are the farmer and the advertiser whose radio offering helps put an extra layer of butter on the daily bread. Here's a time-tested formula for that partnership that gives the advertiser a good return on his investment at a minimum of cost and effort.



## Gasolines

**KENDALL'S HONOR ROLL OF THE AIR**  
That old acquaintance not be forgotten

is the intent of the KENDALL REFINING COMPANY OF PENNSYLVANIA, and it is winning its service stripes via WCED, Dubois, Pa. A patriotic program for men in the armed services who have resided, at one time or another, in the Tri-County area, the *Kendall Honor Roll of the Air* salutes the Army, Navy, Marines and Air Corps. Through the assistance of mothers, sisters, wives and girl friends, every brother, son, father, husband, boy friend and relative will have his moment of glory.

Listeners to the six-times-a-week show are asked to send in the name of their candidates for honors. Data includes name, age, place of birth, school and church affiliations, hobbies, other facts upon which to base the thumb-nail sketch. *Whosiana* is sent direct to the station, and two thumb-nailers are used on each ten-minute stretch.

Three commercials on each program pack the sales and service punch for account executive Art Delaney. *Promotionotions*: display ads plus write-ups in local radio column.

**AIR FAX:** Theme song: Auld Lang Syne.

*First Broadcast:* May 10, 1943.

*Broadcast Schedule:* Monday through Saturday, 6:15-6:25 P.M.

*Preceded By:* United Press News.

*Followed By:* Treasury Star Parade.

*Sponsor:* Kendall Refining Co.

*Station:* WCED, Dubois, Pa.

*Power:* 250 watts.

*Population:* 24,149.

**COMMENT:** Most productive of all advertising is that of word-of-mouth; program here gives friends, relatives and well wishers a daily topic of conversation. Tune-in will be constantly augmented by those anxious to hear the salute to the man whose service star shines most bright for them.

## Gift Shops

**FARMER'S EXCHANGE** When WBRC farmers are *Riding the Sunrise Trail*,



one thing that spurs them to tune-in the daily early morning feature is the five-minute trading post to hitch to. Farmers with something to sell or swap, send letters to the *Farmer's Exchange*. With the reins of this public service feature in the hands of the

**ALABAMA NOVELTY HOUSE**, Birmingham, Ala., sponsor found that he was riding the right horse. Received each day are around 50 letters.

**AIR FAX:** Brain child of John Connolly, the feature was first put on the air by Jon Farmer, now in the U. S. Army Air Corps, is now handled by Ganus Scarborough. Account executive: Don Campbell. Feature is a part of the 45-minute daily *Riding the Sunrise Trail* offering.

*First Broadcast:* August 31, 1942.

*Broadcast Schedule:* Monday through Saturday, 6:30-6:35 A.M.

*Sponsor:* Alabama Novelty House.

*Station:* WBRC, Birmingham, Ala.

*Power:* 5,000 watts.

*Population:* 267,583.

**COMMENT:** Programs of this kind hit a responsive audience, also play an important part in the government conservation plan. When *service* is the magic key, it isn't hard to open the doors of public good will.

## Insurance Companies

**RAIFORD TOWN HALL** "From inside the Florida State Prison, located at Raiford, Fla., *Professional Insurance Corp.* presents *Raiford Town Hall*." With these words, WMBR introduces to Jacksonville, Fla., listeners, a weekly hoosegow version of *Information Please*. Brought to the mike in the half-hour quiz show are the voices of forgotten men.

Six inmates chosen at large from the prison organization known as *Raiford Town Hall* gather around the roundtable to answer listener-sent questions. Questions popped before the mike earn senders gifts made by prison inmates. Gifts are purchased by **PROFESSIONAL**

INSURANCE, adding prisoners an incentive for spare time labor.

Big question in the public's mind: what *Raiford* was doing to help the war effort. FLORIDA STATE PRISON's answer to this oft-sent question: it took on the job of getting ration book number three ready for general distribution in Florida.

Superintendent L. F. Chapman concludes each broadcast with talks on *Things a Warden Learns*.

**AIR FAX:** Program emceed by James Strain is also broadcast to Florida Broadcasting System listeners. Questions are unrehearsed.

**Broadcast Schedule:** Thursday, 7:30-8:00 P.M.

**Preceded By:** Music.

**Followed By:** Grapevine Rancho.

**Sponsor:** Professional Insurance Corp.

**Station:** WMBR, Jacksonville, Fla.

**Power:** 250 watts.

**Population:** 173,065.

**COMMENT:** For its attention getting value, the advertiser in search of something *new under the sun* may here find the pot o' gold at the end of the rainbow. Advertiser also serves as a good will ambassador for a state institution, thus performs a public service.

## Manufacturers

**THIS CHANGING WORLD** Streamlined 1943 version of the sweet girl graduate eliminates the idea of marriage as the only wartime career. While her ring finger may sport the plain gold band, she stays in business circulation. More and more women are needed in necessary civilian jobs. Older women and the new bride are needed for the normal-for-wartime jobs in factories, transportation, other business fields feeling the labor shortage pinch.

What brings many a woman to a full stop, dampens her patriotic ardor is how to manage home and job at the same time. To reduce to woman's stature what seemed a Herculean task, the PARKER APPLIANCE CO., makers of fittings and tubing used in all air-



plane makes, took to the WGAR airwaves. Cleveland, O., listeners follow the thrice-weekly quarter-hour dramatization of *This Changing World*. Moral for women who follow the story of a young wife's experiences in holding down a war plant job and maintaining her home at the same time: *go thou, and do likewise*. Experiences are developed in a series of episodes affecting the family and friends, "*people who could be your next door neighbors*."

Because PARKER APPLIANCE wants to tie-to fundamentals in *This Changing World*, the program is scripted with a view to civic benefit, works hand in glove with Red Cross, Community Fund, other community projects. Special promotion includes courtesy announcements, motion picture trailers and newspaper promotion.

**AIR FAX:** First Broadcast: May 25, 1943.

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

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Parker Appliance Co.

**Station:** WGAR, Cleveland, O.

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

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

**COMMENT:** Studies show that up to five times as many people heed a genuine war message as react to the "business as usual" approach. Without doubt, successful business leadership properly concerns itself with the problems of its customers. Leadership, reputation, prestige, cannot be divorced from service in the public interest. Here is a definite contribution to the war effort which admirably fits the service yardstick.

## Sustaining

**FARM DIGEST** While the white-collar worker may lump the farm problem into one general catch-all, agriculture is as varied as the soil in which crops are grown. What is *beer-and-skittles* for the man where the tall corn grows may well be *sack-cloth-and-ashes* for the land of the cotton boll.

In Prince Albert, Sask., CKBI listeners keep in tune with the times via the daily *Farm Digest*. Problems peculiar to that region, and only to that region, make up the ten-minute earful. Farmers send in questions on current headaches and brow-knitters, get straight from the shoulder answers.

**AIR FAX:** First Broadcast: February, 1943.

**Broadcast Schedule:** Monday through Saturday, 7:30-7:40 A.M.

**Followed By:** News.

**Station:** CKBI, Prince Albert, Sask.

**Power:** 1,000 watts.

**Population:** 12,290.

**COMMENT:** Sponsors whose offerings are geared to regional interests and problems reap the harvest in sales from good will created from the editorial content.

## Sustaining

**TOWN AND FARM** As grocer shelves get depleted, more and more urban people think with nostalgia of life down on the farm. On the farmer rests the responsibility of feeding the nation. *Town and Farm* are mutually concerned with agriculture and its problems.

Agricultural problems, scientific livestock raising, results and effects of food rationing are dealt with in this half-hour public service show heard week-days at 6:15 A.M. Designed to inform both farmers and city dwellers on farm subjects pertinent to wartime, the show is emceed by radio pioneer Everett Mitchell. Able support comes from home economist Lois Schenck.

**AIR FAX:** First Broadcast: January 11, 1943.

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

**Preceded By:** News.

**Followed By:** News.

**Station:** WMAQ, Chicago, Ill.

**Power:** 50,000 watts.

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

**COMMENT:** Whether in rural or urban communities, up-with-the-sunners are *workers*, and today, *workers* have folding money galore. The sponsor with a message for this group may not be heard by as many listeners at this time of day, but it is a hand-picked audience for advertisers with commodities that workers want and need.



# SHOWMANSHIP IN ACTION

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

## Amusements

**HAYLOFT HOP** When Saturday night comes around, it's a sure bet that every amateur performer in the environs of Gainesville, Fla., can be spotted at the American Legion Hall. Out to give them a great big hand are some 250 persons. Listeners to the WRUF *shindig* get an A to Z variety of entertainment. Main prop for the 40-minute *Hayloft Hop*: the *Jubilee Hill Billies*.

Crowd-builders: favors, contests of every size and color. An inventor's contest with prizes for the most unusual and original homemade instrument, best performance thereon, brought the house down. Watermelon eating contests, nail driving competitions, others, keep the drive wheel hitting on all fours.

When 8:25 P.M. rings down the curtain on the radio show, audience may purchase tickets for a round and square dance, with the music of the *Jubilee Hill Billies*. Almost to a man, the audience stays to trip the light fantastic. With Camp Blanding only 35 miles distant, uniforms are much in evidence. Bids for letters net as many as 500 letters in a single week.

**AIR FAX:** Farmer Dan Valentine doubles in brass, emceeds the show, auditions all amateurs.

**First Broadcast:** May, 1941.

**Broadcast Schedule:** Saturday, 7:45-8:25 P.M.

**Station:** WRUF, Gainesville, Fla.

**Power:** 5,000 watts.

**Population:** 13,757.

**COMMENT:** What has been done nationally with splendid results can be accomplished locally and regionally. Net-

work success with such programs are their own best recommendation. One important point to put in the pipe, smoke: no hay-foot, straw-foot appeal explains the audience appeal. Advertisers whose products have mass appeal hit both rural and urban markets with such offerings.

## Newspapers

**SOUND-O** Backbone for the children's party of yesteryear was the blindfold test. Object: to identify by taste a collection of sugar, salt, flour, other kitchen staples. When the kid party put up its hair, let down its skirts, it came out in a variety of costumes. Latest radio garb is *Sound-O*, broadcast five times a week by the *Chicago Sun*. New show tests listener's ability to identify sounds created in the studio by technical noise-makers.

To create the necessary sound and fury, drum up enthusiasm for something new under the *Sun*, listeners obtain information about the program, contest details, and entry blanks in pages of the newspaper. Half-hour, five-times-a-week offering is to run on a 52-week *sked*, is heard at 10:45 P.M. Weekly prizes totaling \$1,000 are divided between 38 daily winners.

Visual display of all kinds backed up the ear appeal. Used were newspaper space, car cards, window stickers, dealer posters, truck signs, everything else by which to beat the drums. Before show hit the airwaves, the *Sun* rose to the occasion, backed a special *Sound-O* premier at the Chicago Civic Opera building.

**AIR FAX:** Last five minutes of the show features a Clifton Utley news review as editor of the *Sun's* air edition. Broadcast host is Don McNeill, with vocal interludes by the Three Romeos.

*First Broadcast:* May 10, 1943.

**Broadcast Schedule:** Monday through Friday, 10:45-11:15 P.M.

**Preceded By:** News.

**Followed By:** Music.

**Sponsor:** Chicago Sun.

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

**Power:** 50,000 watts.

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

**Agency:** Leo Burnett Agency.

**COMMENT:** Advertisers after quick returns on the advertising dollar don't wade in, they jack-knife into deep water, make a big splash. While the tortoise may win in an endurance marathon, the hare is more apt to cross the sales line first.

## Sustaining

**DAILY NEWS LETTER** Farmers tuned to WOWO, Fort Wayne, Ind., sat up and took notice. Golden rod for rubber was the news flash that perked them up! Details of experimental work on 650 acres as a part of the emergency rubber program may have sent cold chills down the spines of hay fever victims, but they held promise of a new source of revenue for the farmer. It was a part of Tom Wheeler's *Daily News Letter*.

And for those vitally concerned with such news flashes, it isn't a matter of *in one ear, out the other*. To farmers who send name and address, goes a weekly digest of the program. Given in *Tom Wheeler's Weekly Digest* is a summary of the six ten-minute shots of the week.

**AIR FAX:** Program is incorporated into the daily *Farm House* offering.

*First Broadcast:* September, 1941.

**Broadcast Schedule:** Monday through Saturday, 12:45-12:55 P.M.

**Preceded By:** Music.

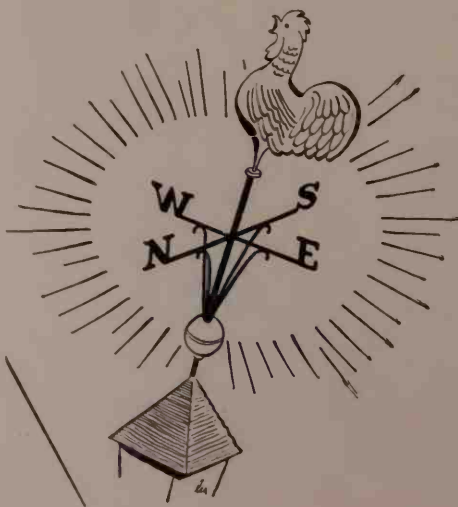
**Followed By:** Music.

**Station:** WOWO, Fort Wayne, Ind.

**Power:** 10,000 watts.

**Population:** 117,246.

**COMMENT:** Advertisers who tie-in direct mail with radio offerings get an extra crack at the listening audience.







# PROOF O' THE PUDDING

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

## Cattle Dealers

**FARM FRONT** While the farm family may rise with the sun, it doesn't scatter to the fields without getting the latest round-up of news. In Des Moines, Ia., listeners to the daily-except-Sunday *Farm Front* on WHO, get a brief resume of international developments, followed by a round-up of latest national, state, and regional farm news. What the JOHN WISDOM CATTLE Co. rounded-up from its three-times-a-week sponsorship: 12,000 replies to a three-time announcement! Other three times a week, listeners take the news packet with a grain of CAREY SALT Co. salt.

**AIR FAX:** Newsographer Herb Plambeck gathers his news harvest from meetings, letters, wires, personal contacts, farm reports, United Press and International News Service.

*First Broadcast:* 1936.

*Broadcast Schedule:* Daily, except Sunday, 6:30-6:45 A.M.

*Sponsor:* John Wisdom Cattle Co.; Carey Salt Co.

*Station:* WHO, Des Moines, Ia.

*Power:* 50,000 watts.

*Population:* 167,048.

**COMMENT:** In rural as well as in metropolitan areas, advertisers who put their money on news programs are today reaping a bonus listening audience due to increased interest in the who, what, why, when and where of world events.

## Farm Bureaus

**MISSOURI FARMER** Down in the land where native sons boast of *having to be shown*, the MISSOURI FARMERS ASSOCIATION took to the KWTO airwaves in

Springfield, Mo., to meet the *show me* challenge. Mail pull requesting information on membership in the M.F.A. convinced association board members that its musical program had the listener kick of a Missouri mule. Show has even pulled mail from Arkansas tillers-of-the-soil asking if they could join the MISSOURI FARMERS ASSOCIATION.

Seldom varied is the routine of the broadcast. An old popular tune played by an ensemble starts the ball rolling, is followed by a western, or hill billy song warbled by a girl vocalist. Musical pace is maintained by an accordionist. Program closes with a hymn. Between the accordion number and the hymn: the day's business session.

Business session is given over to down-to-earth farm problems with a commercial angle tying in the M.F.A.; one of its cooperatively manufactured products; grocery items the MFA handles for distribution to its various agencies scattered throughout the state; its feed and flour mills, or its own oil company.

**AIR FAX:** When Missouri Farmers get together at one of their cooperative meetings, members of the KWTO cast are frequently on hand to provide entertainment.

*First Broadcast:* June 2, 1941.

*Broadcast Schedule:* Monday through Saturday, 12:15-12:30 P.M.

*Preceded By:* The Haden Family.

*Followed By:* Sunshine Coffee News.

*Sponsor:* Missouri Farmers Association.

*Station:* KWTO, Springfield, Mo.

*Power:* 5,000 watts.

*Population:* 57,527.

*Agency:* Cecil B. Jolly Agcy.

**COMMENT:** While shows may come and shows may go, the farm program *pot-pourri* goes on for ever. Since a farm is a place of business as well as a home, such programs draw the entire family circle to the mutual advantage of listener and sponsor. For advertisers with widespread dealer outlets, here is one of today's *best buys*. The farm market is booming, and because of the gasoline and rubber situation, the farmer goes to town less often, buys more goods closer to home.

## Feds

**JOE DOAKES** HUBBARD MILLING Co. introduced its *Sunshine Salesman* to its

friends on June 15, 1936. *Joe Doakes* had a job to do; to introduce and create a greater demand for HUBBARD'S SUNSHINE CONCENTRATE (an all-purpose grain balancer for livestock and poultry).

If it weren't love at first sight, it was something like it. Sponsor is now going into the seventh year of continuous sponsorship over WMT. Ed Cashman, sponsor's advertising manager has found that *Joe Doakes* does a good job not only in northwest and central Iowa, but also in western Illinois, southwestern Wisconsin and southern Minnesota. Will Joe continue to sell SUNSHINE CONCENTRATE? Adman Cashman gives an emphatic "Yes!" Reason: HUBBARD's believes in consistency on any good medium.

**AIR FAX:** Jokes, funny stories, and often a one-minute play depicting a peculiar situation sell Joe Doakes (Lyle Harvey in real life) and Hubbard Sunshine Concentrate to rural listeners. A three-piece band accompanies Joe when he sings hill billy songs.

**First Broadcast:** June 15, 1936.

**Broadcast Schedule:** Monday through Friday, 12:50-1:00 P.M.

**Preceded By:** Farm Markets.

**Followed By:** Curbstone Forum.

**Sponsor:** Hubbard Milling Co., Mankato, Minn.

**Station:** WMT, Cedar Rapids-Waterloo, Ia.

**Power:** 5,000 watts.

**Population:** 54,300.

**COMMENT:** By its own testimony, the HUBBARD MILLING CO. believes in consistency. It practices what it preaches, has made consistent use of Joe Doakes for seven long years.

## Feeds

**MISCO MARKET REPORTS** When something new was added to the ether waves 12 years ago, and KGVO, Missoula, Mont., came into being, the Feed and Grain Department of the MISSOULA MERCANTILE Co. saw the dawn of a new day. One of the first sponsors to sign on the dotted line, MISSOULA MERCANTILE became a year-in-year-outer! An old friend is the five-minute *Misco Market Report* heard six times a week at the noon hour.

Current livestock quotations from the Spokane market, grain futures from Minneapolis, as well as stocks and bond quotations supplied by a Missoula brokerage house are the staples upon which MISSOULA MERCANTILE staked its future.

Not one to go high-hat, sponsor's commercials are chatty, informative, educational. Advice and solutions to current farm problems get preference over merchandise plugs.

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

**Broadcast Schedule:** Monday through Saturday, 12:55-1:00 P.M.

**Sponsor:** Misco Feeds.

**Station:** KGVO, Missoula, Mont.

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

**Population:** 18,512.

**COMMENT:** Advertisers who give bread-and-butter advice know which side their bread is buttered on, who butters it. In radio, too, cultivation means production. It cultivates friendship and good will of farm and small town listeners.

## Farm Products

**FARMER'S ALMANAC** Green and gold fields are battlegrounds, too. Tanks are tractors; bayonets are pitchforks. Biggest battlefield in the world is the farm land of the country. But wheat, oats, barley and corn are one thing. Important to the farm family is its own individual vegetable garden. Last year, Jess Buffum told *Farmer's Almanac* listeners they *ought* to grow table vegetables. This year he really told off WEEL's listeners: they *had* to grow table vegetables.

At 6:30 A.M. one March morning, Buff asked listeners to write in for a copy of a manual sanctioned by the official Boston Victory Garden Committee. From one casual announcement, on one broadcast came 1,079! After seven announcements: 6,136 requests!

**AIR FAX:** Heard six times a week, the program caters to rural-minded New England. Built in two editions, the program takes on parti-sponsors only in the second.

**First Broadcast:** March, 1940.

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

**Preceded By:** Music.

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

**Sponsor:** Varied.

**Station:** WEEL, Boston, Mass.

**Power:** 5,000 watts.

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

**COMMENT:** Of major importance to the advertiser with a rural appeal is the listener's regional bias and preferences. Since tastes and interests vary from re-

gion to region, the program which serves a *specific* region is an advertiser's green pasture.

## Groceries

**STUMP US** Not up a stump for mail was the MANCHESTER BISCUIT Co. when it took on the WNAX thrice-weekly series for MANCHESTER WALDORF CRACKERS. In its first 13 weeks, show drew 13,013 letters!

Listeners send in song titles and box tops, attempt to stump five studio musicians by calling for songs the maestros can't play at the drop of a hat. Those who succeed receive a gift. A set of silverware, a rayon taffeta quilt, a 32-piece set of SALEM CHINA, a MYNDALL GAIN BEAUTY KIT, and five dollars in cash have gone across the boards. While the music goes 'round and 'round, admanager John H. Nelson is in his counting house, counting up his good-as-gold box tops which continue to come in at the rate of 875 weekly!

**AIR FAX:** *First Broadcast:* September 9, 1943.  
*Broadcast Schedule:* M-W-F, 8:15-8:30 A.M.  
*Preceded By:* Poultry Talk.  
*Followed By:* Gospel Hour.  
*Sponsor:* Manchester Biscuit Co.  
*Station:* WNAX, Yankton, (So. Dak.)-Sioux City, (Ia.).  
*Power:* 5,000 watts (d).  
*Agency:* George Hartman Adv., Chicago, Ill.

**COMMENT:** While careful planning is a first requirement for merchandising of this kind, the time-tested fact remains that proof-of-purchase premium offers serve a variety of useful purposes.

## Groceries

**RADIO FARMER** That the REILLY ATKINSON & Co., food brokers, knew its groceries when it cast its lot with the *Radio Farmer* and KIDO, Boise, Id., is true, without shadow of doubt. Twelve years ago it entered the sales race with the *Radio Farmer*, has been in the saddle ever since. Ten-minute offering beamed at noon-time listening is localized for farmers in its area, is heard six times a week.

**AIR FAX:** From the Extension Division of the University of Idaho, the U. S. Department of Agriculture and the United Press come the facts and figures for this year-in-year-out radio-fare.

*First Broadcast:* 1930.  
*Broadcast Schedule:* Monday through Saturday, 12:35-12:45 P.M.  
*Preceded By:* News.  
*Followed By:* Music.  
*Sponsor:* Reilly Atkinson & Co.  
*Station:* KIDO, Boise, Idaho.  
*Power:* 2,500 (d).  
*Population:* 160,000.

**COMMENT:** It's the long haul that counts in the long run. For a real success story, consistency is still one of the first essentials. Rome wasn't built in a day, and neither are radio sales!

## Hatcheries

**RFD REVIEW** Advertisers-in-the-know get up early to tap the farm market, and those who pass in *RFD Review* over WMBD, Peoria, Ill., find that getting up with the chickens becomes a habit. Veteran of them all is CRITIC FEEDS whose ten-minute news spot has been warmed by the suns of seven summers. Regular as clock-work is the FARROW CHICKS three-year-old seasonal participation. Others who put out the hand of friendship on the 5:45 A.M. program in five-minute stretches include NEW WAY 40% HOG SUPPLEMENT, and the PEORIA PRODUCERS CREAMERY. Together, Emil (Farmer) Bill and sponsors pretty well cover the farm work front in music, farm news and markets.

**AIR FAX:** Backing up the eight-year-old waker-upper is the Saturday half-hour *On the Farm*, and a quarter-hour *Farmer Fieldwomen* broadcast, both sustainers.  
*First Broadcast:* 1940.  
*Broadcast Schedule:* Daily except Sunday, 545-6:30 A.M.  
*Sponsors:* Critic Feeds; Farrow Chicks; Peoria Producers Creamery; New Way 40% Hog Supplement.  
*Station:* WMBD, Peoria, Ill.  
*Power:* 5,000 watts.  
*Population:* 105,087.

**COMMENT:** There's more than meets the eye to performance records of well established farm programs. Listener preference surveys usually find such programs in the clover when it comes to sets in use. Advertisers find that in buying time on such programs, it's usually a sure-fire investment.

## Implement Dealers

**FARM CIRCLE** Not a closed circle is the *Farm Circle*, heard over WHBC, Canton, O., six times a week. Mail response to offers of farm bulletins, canning instructions, gardening advice, etc., indicates that the INTERNATIONAL HARVESTER Co., other parti-sponsors have a man-size urban audience. What such organizations as the Farm Woman's Club, Farm Bureau, Grange, *et al*, think of the offering is a matter of record: groups have written round robin thank-you letters, passed resolutions to the same tune.

**AIR FAX:** A daily service program of entertainment and information streamlined to the farm audience, the show includes tips on better farming; stock, grain, poultry and egg market reports; interviews with local farmers; a homemaker's department; gratis announcements of rural activities, and talks. Music bisects the *Farm Circle*.

**First Broadcast:** February 16, 1942.

**Broadcast Schedule:** Monday through Saturday, 11:30-12:00 Noon.

**Preceded By:** News.

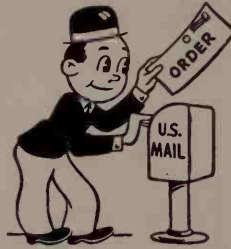
**Followed By:** News.

**Sponsor:** International Harvester Co.; Farm Trading Co.; Sugardale Provision Co.; Greentown Lime Co.; Barker Chick Hatchery; Sicafoos Nurseries.

**Station:** WHBC, Canton, O.

**Power:** 250 watts.

**Population:** 256,000.



No small potatoes is the audience at which the show is beamed. In the 30,027 farms in the eight counties of Western New York are some 132,000 farm people. That farmer Foley reached this market was indicated by returns from postcard queries sent to 500 members of the Erie County Farm Bureau requesting information on listener preference to *Farmer's Musical Almanac*. Of the 112 responses, 83.9 per cent listened! All appreciated the service features, selected music and weekly comment on farm legislation.

**AIR FAX:** *First Broadcast:* November 16, 1942.

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

*Sponsor:* G.L.F. Cooperative Mills.

*Station:* WKBW, Buffalo, N. Y.

*Power:* 50,000 watts.

*Population:* 613,506.

**COMMENT:** Advertisers who hold to the concept that a farm is both a home and a place of business establish themselves with the rural citizenry. Sponsor, here, in program title, pays subtle compliment to the farm both as a place to live and a place to work.

**COMMENT:** That advertisers who make service programs of this kind possible fill a real need is indicated by the record-breaking time in which this offering built up a loyal listening audience.

## Milling

**GLF FARM AND HOME NEWS** When the G.L.F. COOPERATIVE MILLS unfurled its banner over the *GLF Farm and Home News* on WKBW, Buffalo, N. Y., its candidate for listeners, Roland Foley, was no dark horse. His once-a-week WGR Sunday offering, *Farmer's Musical Almanac* was then a year old, had a service record to its credit a yard long, a listening audience guaranteed not to shrink. What G.L.F. COOPERATIVE went to town on: a five-times-a-week quarter-hour with news of interest to the farmer and his wife, market quotations and trends, notices of farm organization meetings, other items of that ilk.

## Participating

**SWAPPERS** For the past nine years, the *Swappers* have come into the homes of KGNF listeners with informal chatter about everything from Capitol Hill to the Barn Dance in Dogpatch. But listeners in and around North Platte, Nebr. participate a-plenty in the program. All they need is something to sell, buy, find, swap, or rent. Fee for the service at regular rate card rates doesn't make listeners hold back: as many as 65 swaps have been handled in one day. Average: 30.

Barter-bargains range from house to mousetrap, pups to bedsteads. Only hitch: swapper cannot be in business for profit as a competitor to North Platte merchants.

**AIR FAX:** Program is tossed back and forth between originator and producer V. J. Le Barron and feminine help-mate

**First Broadcast:** Spring, 1932.

**Broadcast Schedule:** Daily, except Friday, 1:00-1:30 P.M.

**Preceded By:** Music.

*Followed By:* News.  
*Station:* KGNF, North Platte, Nebr.  
*Power:* 1,000 watts.  
*Population:* 12,429.

**COMMENT:** The longer a program has been established, the deeper the groove it cuts in the listening pattern of the community. Advertisers who not only want to *win* friends, but to *keep* them, direct the sum total of all advertising effort toward this very end.

## Seeds

**SUNDAY GET-TOGETHER** With the seventh day, a day of rest, the *Sunday Get-Together* is established habit throughout the countryside. In Yankton, So. Dak., the *Sunday Get-Together* has been nurtured over WNAX for three long years, has pulled mail for seeds, feeds, hosiery, various other sundry items. A 45-minute studio show sold in 15-minute packages, it is currently doing a job for MICHAEL-LEONARD SEED CO., and LANE BRYANT.

**AIR FAX:** Produced and directed by Herb Howard, the program utilizes the full WNAX staff talent.  
*First Broadcast:* 1940.  
*Broadcast Schedule:* Sunday, 4:00-4:45 P.M.  
*Preceded By:* Baseball.  
*Followed By:* Pause That Refreshes on the Air.  
*Sponsor:* Michael-Leonard Seed Co.; Lane Bryant.  
*Station:* WNAX, Yankton, (So. Dak.)-Sioux City, (Ia.).  
*Power:* 5,000 watts (d).

**COMMENT:** While the farm family is usually pictured under working conditions, advertisers find that the vocational angle isn't the only approach to farm sales. Friendly entertainment also works magic.

## Sustaining

**POULTRY SCHOOL OF THE AIR** Hoosier poultrymen didn't turn chicken-hearted when Uncle Sam asked them to raise 33½ million chickens, 150 million eggs in 1943. Instead, the *Poultry School of the Air* was hatched. While rock-bottom gas and rubber supplies ruled out a short course on how to raise poultry, the agricultural department of Purdue University found a nest for a transcribed course of instruction on WGBF-WEOA,

Evansville, Ind., nine other Indiana, Kentucky radio stations.

When farm listeners began sending in registration cards to Purdue, results were something to crow about. More than 5,000 farmers became quarter-hour scholars, received weekly leaflets and bulletins to supplement radio classes. School consisted of a series of ten lessons, with free enrollment. A test for prospective poultrymen rounded out the series. Those who passed the final examination rated a certificate signed by a Purdue official, their county agent and the farm director of the radio station through which they received the course.

**AIR FAX:** A choir of cheeping chicks introduces each program. *First Broadcast:* February 15, 1943.  
*Broadcast Schedule:* T-Th, 12:00-12:15 P.M., for five weeks.  
*Preceded By:* Navy Salute.  
*Followed By:* Curb Stone Reporter.  
*Station:* WGBF-WEOA, Evansville, Ind.  
*Population:* 97,062.

**COMMENT:** While little has been done commercially with educational programs of this kind, it is a field that the advertiser might well test for its productivity.

## Sustaining

**SWAP FOR VICTORY** With priorities shutting down the production lines for what in normal times are considered essential civilian needs, farm and rural folk in Southern New England have found a solution to their problem. It's *Swap for Victory*.

Each week-day, up-with-the sunners tuned to WNBC, Hartford, Conn., make known their wants. When JDL, a farmer living in near-by Wethersfield dropped emcee Ed Begley a line to the effect he had an old tractor to swap for chickens, JDL received nine telephone calls within 12 hours after the air announcement.

Mrs. ES, of Westfield, Mass., had some spare farm house windows, a plentiful supply of lumber to exchange for a quantity of paint. Deal was consummated with a listener 40 miles away.

From Hazardville came a request that EB had a one-horse hay rake to exchange for a one-horse weeder. To listeners with

Angora kittens, canaries, pianos, mules, or what-have-you, it's *Swap for Victory*.

**AIR FAX:** Swaps are handled by emcee Begley. All mail goes to him, and he sees to it that the "swappers" get in touch with each other. Program also contains farm and agricultural news supplied by the Connecticut Bureau of the United Press, as well as bulletins from various farm bureaus and organizations.

*First Broadcast:* March 23, 1942.

*Broadcast Schedule:* Monday through Saturday, 6:45-7:00 A.M.

*Preceded By:* Farm Flashes.

*Followed By:* Values for Victory.

*Station:* WNBC, Hartford, Conn.

*Power:* 5,000 watts.

*Population:* 221,940.

**COMMENT:** A program of this kind performs a valuable public service since much of the success of America's war effort depends upon the extent to which civilians conserve essential war materials here at home.

## Sustaining

**FARM FORUM** When Bill Moshier, KIRO's farm director, corralled the western field representative of the American Jersey Cattle Club, asked if that organization's breeder club in the State of Washington would contribute a purebred Jersey to be auctioned off in a War Bond selling campaign, the *Farm Forum* came out of the judging ring with blue ribbons. With a committee of Jersey breeders to administer the competition, judge entries to determine the winner of the \$300 *critter*, the amount of bonds purchased by an individual or family during the month constituted a bid. No sooner had the Jersey gone on the block than two patriotic citizens offered a \$250 riding horse to the cause. Nothing to beef about were the results. Winning bid for the cow: \$19,150; for the horse: \$13,275! When stock was taken of the total amount of War Bonds sold during that one month, *Farm Forum* had \$1,288,539 to its credit!

Only farmers or farm families were allowed to bid on the cow, and only Series E bonds were legal tender. Vitamins E, F and G for patriots were the Series E, F or G War Bonds acceptable for bids on the nag. To record a bid in the auction, buyer arranged with agent

from whom bonds were purchased to certify purchase.

Only exception to the ruling that no person be allowed to credit his purchase to anyone not in his immediate family: a service man permanently stationed in the Seattle area. Johnny Doughboy expressed such a strong desire to own the horse that Farm Auctioneer Moshier told the story on the air, advised interested listeners they could direct their purchases to the soldier. Johnny didn't get a zero; at the home stretch, his votes placed him third. Donors, winners, others who figured in the campaign participated in a special 9:00 P.M. broadcast when the race was lost and won.

Not the only time that radio farmer Moshier has stuck his neck out, put *Farm Forum* on the spot, was this venture. *Lily that needs no gilding:* February mail response to government bulletins offers hit 684. Current campaign is a 4-H Club Enrollment Competition. To the county showing the greatest percentage of increase during the year will go a trophy and banners.

**AIR FAX:** Scripts are based on farm news summaries, markets, answers to listener sent questions, analyses of war developments affecting agriculture, interviews, discussions of production and management techniques, and news of 4-H Club and *Farmers of America* activities.

*First Broadcast:* September 11, 1939.

*Broadcast Schedule:* Monday through Friday, 7:15-7:30 A.M.

*Preceded By:* Reveille News.

*Followed By:* News.

*Station:* KIRO, Seattle, Wash.

*Power:* 50,000 watts.

*Population:* 452,637.

**COMMENT:** While the backbone of a program of this kind must be of necessity of vocational value, *showmanship* dresses it up, helps it take on the trappings that builds loyal listeners.

## Sustaining

**FLORIDA FARM HOUR** One of the oldest, if not the oldest, continuous agricultural programs in the nation, is the record for the *Florida Farm Hour* heard over WRUF, Gainesville, Fla. Fifteen years with a three-month's vacation in 1929 when the station was inactive for

equipment and wave length adjustment is its gold star service record.

Seasonal information for Florida rural people, *sweet* music, agricultural news and market reports have won its tried-and-true farm audience. On-the-spot broadcasts from a citrus grove, citrus packing house, strawberry packing shed, tung oil mill, peanut shelling plant, Sea Island cotton gin, hog show, fairs, *et al*, keep the pot brewing. To stimulate farmers to plant more clover, it once strung lines into a pasture. Interviews with Latin-American guests have contributed to hemispheric solidarity. Farmers, farm women, boys and girls, others, have told about their work, given advice, sung or played instruments.

Wartime tenor of the program: war and war needs. More food and how to produce it is a daily thesis.

**AIR FAX:** Arranged and directed by Clyde Beale, program series includes regular talks by research, extension and teaching members of the College of Agriculture, University of Florida.

**First Broadcast:** November 11, 1928.

**Broadcast Schedule:** Monday through Saturday, 12:00-12:55 P.M.

**Preceded By:** News.

**Followed By:** News.

**Station:** WRUF, Gainesville, Fla.

**Power:** 5,000 watts.

**Population:** 13,757.

**COMMENT:** While no *one* advertiser profits here, long established service programs of this kind build up a tremendous farm audience, help establish *all* advertisers with the farm market in a given community.

## Sustaining

UNCLE ELMER'S PLEASANTVILLE To brighten the corner where the listener is comes a cheery good morning from *Uncle Elmer's Pleasantville*, broadcast over WEEI, Boston, Mass. While mythical people in the mythical town of Pleasantville chin about town gossip, not mythical was the response to *Uncle*

*Elmer's* free offer. Listeners were offered a brochure, *Rays of Sunshine from Pleasantville*, composed of poems from *Uncle Elmer's Scrap Book*. Response reached flood level proportions: 1,469 in a single day!

*Pleasantville* goings-on include inspirational music, poetry, philosophy and good cheer with a background of charity. Known to Sunday morning listeners for his *Song Circle* since 1932 is *Uncle Elmer*. Letters by the bushel basket ask for help, offer it, extend personal appearance invitations to *Uncle Elmer* and his young people, express appreciation. With no differentiation because of race, color or creed, *Uncle Elmer* has filled over 1,000 requests for help each year. His own truck calls for, delivers needed articles.

**AIR FAX:** *First Broadcast:* July 21, 1941.

**Broadcast Schedule:** Monday through Friday, 7:15-7:30 A.M.

**Preceded By:** Top O' the Morning.

**Followed By:** Aunt Jemima.

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

**Power:** 5,000 watts.

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

**COMMENT:** When kindly, personalities rich in the milk of human kindness pull out the human interest stops, lean heavily on that which is simple and homey, listener resistance to sales messages is reduced to a minimum. Such programs offer a wide market to advertisers whose products have mass appeal.



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# WHAT THE PROGRAM DID FOR ME



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

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## Dry Goods

**JOSLIN'S INQUIRING REPORTER** "The year that we began using daily KOA programs, our sales went up steadily. We started with three quarter-hour programs per week and increased it to 5-a-week. While increasing our KOA budget, we reduced our total advertising budget materially, but our sales increased sharply due to KOA's excellent productivity.

"Results completely justified us in devoting a major portion of our advertising appropriation to KOA broadcasting."

**C. F. BEAGLEHOLE**  
President  
Joslin Dry Goods Co.

**AIR FAX:** Show which did the trick for sponsor was *Joslin's Inquiring Reporter*.  
**First Broadcast:** 1939.  
**Broadcast Schedule:** Monday through Friday.  
**Sponsor:** Joslin Dry Goods Co.  
**Station:** KOA, Denver, Col.  
**Power:** 50,000 watts.  
**Population:** 303,273.  
**Agency:** Raymond Keane Adv.

**COMMENT:** To those in the department store and related fields, actual results speak with the voice of authority. Programs need not be elaborate nor pretentious to pack a real sales wallop.

## Manufacturers

**SMILE IN THE MORNING** "The program *Smile in the Morning* is built on the theory that if we can produce a smile in the heart and on the lips of a few listeners we have accomplished our purpose. Such a show must have a very competent master of ceremonies, as well as carefully selected music of the lighter type.

"Response to this show was quite astounding. No other direct consumer advertising was used in November and December, 1942, and sales of TURCO cleaning compound to retail outlets in Southern California was greater in the month of December than any previous month since it had been on the market, although it has been available through grocery stores in this area for over five years.

"We have used no special promotion to sell the show to the public and very few merchandise tie-ins have been used. We have not felt this necessary because retail sales have steadily increased since the show started. Today it is more than double what it was normally before *Smile in the Morning* went on the air."

**WARREN P. FEHLMAN**  
Account Executive  
Los Angeles, Cal.

**AIR FAX:** Man who puts the smile into the morning is Mark Breneman. *Smile-the-while* Breneman makes a laugh-raiser talk as a curtain raiser. Material, based on humorous incidents in the life of an average boy, is tied-up with Breneman's own boyhood. Listeners are given the elementary steps in how to derive a chuckle or a laugh by practicing light philosophy. Music intended to make listeners tap their feet or hum the tune provides the chorus for the smile-in-the-morning refrain.

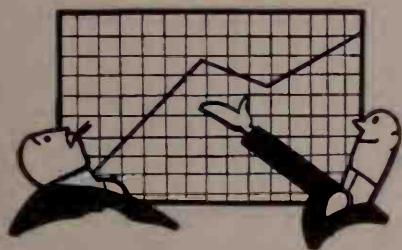
**First Broadcast:** November 10, 1943.  
**Broadcast Schedule:** T-Th-S, 8:45-9:00 A.M.  
**Preceded By:** McNeill's Breakfast Club.  
**Followed By:** News.  
**Sponsor:** Turco Products, Inc.  
**Station:** KECA, Los Angeles, Cal.  
**Power:** 5,000 watts.  
**Population:** 1,504,277.  
**Agency:** Warren P. Fehlman.

**COMMENT:** Homey broadcasts presented in the same spirit by a just-folks announcer are quick to reach the heart of the listening audience. That the distance between heart and purse string is a *shortest-distance-between-two-points* combination is sponsor's experience here.



## Men's Wear

TOP O' THE MORNING "Our campaign of five announcements per week has resulted in making hundreds of new customers for our store. Hardly a day passes without someone new coming into the store directly as a result of these effective sales messages. And scores of people like these, in time, become old customers and old friends.



"No one can tell exactly the amount of increased patronage directly attributable to our radio advertising, but I will say, without any reservation at all, that it is extremely satisfactory."

**BERT BAGLEY**  
Bert Bagley Co.  
Milwaukee, Wis.

**AIR FAX:** Participating sponsors who believe that the early bird catches the worm, begin their advertising campaigns at sun-up on this WTMJ early morning feature. Series begins at 6:00 A.M. with *Top O' the Morning*, becomes *Morning Serenade* at 6:34 A.M., switches to *Morning Bandstand* at 7:35 A.M., and goes into the *Home Stretch* at 8:05 A.M.

While sponsor Bert Bagley has been on the air since March 30, 1935, has continued this unbroken run exclusively on WTMJ, the program has a variety of non-competitive sponsors.

**First Broadcast:** 1935.

**Broadcast Schedule:** Monday through Saturday, 6:00-8:30 A.M.

**Followed By:** Nancy Grey.

**Sponsor:** Bert Bagley; Blatz Brewing Co.; Gross Coal Co.; Rank & Motteram Co., jewelers; Badger Paint Co.; Welfare Building & Loan; others.

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

**Power:** 5,000 watts.

**Population:** 680,434.

**COMMENT:** Making sales is one part of the advertising job. Making friends is the other. Radio assists its advertisers in both. It does more than bring merchandise or service to the attention of listeners; it also gives these wares a figurative pat on the back, a friendly word-of-mouth introduction to its listeners.

# INTRODUCING

New-to-radio accounts  
worth reading about.

## EXPRESS COMPANIES

**Cheque Your Music** A 12-station campaign to promote travellers checks for American Express Co. Musical drive is directed at wartime travellers. Contract is for 17 weeks.

## INSURANCE

**Symphony Trio** For summer listening, the Western & Southern Life Insurance Co. presents a weekly series by the Cincinnati Symphony Trio over WKRC.

**Time Clock** Campaign for Westland Life Insurance Co. is timed for daily quarter hours on KECA's *Time Clock*. Sponsor also used a twice weekly quarter-hour commentary, *Between the Lines*.

**Upton Close** Sunday quarter-hour news commentary on KHJ, Los Angeles, Cal., 10 other stations, sponsored by Lumbermen's Mutual Casualty Co., from Nov. 22, 1942, to August 22, 1943. 3:30-3:45 P.M. Company also sponsored a Saturday night series, 5:30-5:45 P.M. by same commentator.

## INVESTMENT BROKERS

**Builders of Industry** Over KECA, investment brokers, Searl Merrick Co., began the quarter-hour series on a once-a-week, 52-week *sked*.

## REAL ESTATE

**Radio House Market** Program based on narrator's previous day's visit to a selected house where a salesman "sells" it to him is the Chamberlain-Kirk & Co.'s KSO thrice-weekly offering in Des Moines, Ia., at 8:45-9:00 A.M., Monday, Wednesday, Friday.

**Interpretation** To explain rent control, other related brow knitters, the Phoenix (Ariz.) Real Estate Board used a series of half-hour programs on KOY.

## SCHOOLS

**Information** On CFRB, Toronto, Can., the Radio College of Canada presents a quarter-hour offering to explain the use of electronics.

**Aviation Round Table** To enroll clients, the Embry Riddle School of Aviation, Miami, Fla., used its signature cut on the WKAT program featuring aviation news and views as dished up by those in-the-know.

## UNIONS

**Goodwill** To explain social and economic contributions to the community and to the nation, the Shipbuilders Union, CIO Local 802, used ten 15-minute programs on WIBG, Philadelphia, Pa.



# JOHNNY ON THE SPOT

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

## LOVE OF 3 ORANGES

Rheumatic aches and pains may warn old-timers of temperature changes, but citrus growers would be up a tree if such symptoms were the only red-light signs by which to protect orange and lemon groves from freezing temperatures. One of two stations permitted to broadcast vital-to-the-nation's health weather reports during wartime is KPRO, Riverside-San Bernardino, Cal. Frost service stations in Pomona, Redlands and Corona phone temperature forecasts each evening, give approximate time smudging should start. During the danger period from November 15 to February 15, KPRO broadcasts warnings each evening at 8:00, 9:00 and 10:00 P.M. Frost warning service accurately forecasts temperature in towns and communities throughout the area, gives temperature variation in towns two and three miles apart. Typical broadcast:

"Lowest temperature tonight: Corona, 31; Arlington, 30; Riverside, 29; Highgrove, 27; Colton, 29; Loma Linda, 28; Redlands, 31. Firing may be necessary for lemons in Highgrove and Loma Linda starting at 3:00 A.M., and for oranges at 5:00 A.M. All other points above 32."

## HARVESTS SPOTTED

As the harvest season brim-fills the granaries, man stocks up for the long winter months ahead, the merchandiser's dollars-and-cents harvest follows in natu-

ral order. In Salina, Ka., when the MARSHALL MOTOR Co. planned its big harvest sale of used cars, it set out to make the listening public MARSHALL MOTOR Co. conscious. For a single 24-hour stretch, MARSHALL took on sponsorship of every open KSAL one-minute spot, and every KSAL sustaining program in addition to its regular daily 15-minute program.

SOWAN'S GROCERY, Watertown, N. Y., also had a harvest which had to be disposed of in jig-time. On hand were 34 crates of strawberries. It turned to radio, took one spot announcement on Betty Barton's women's program heard over WWNY. Forty-five minutes later SOWAN's telephoned WWNY to cancel additional spots. All berries were sold!

## TIME IS FLEETING

"Gather, ye rosebuds while ye may," was the poet's advice a century or more ago. When the apple orchards of New Hampshire were heavy with fruit, time, as it has been since time began, was fleeting. Critical for the apple grower was the need for apple pickers. Over WHEB, Portsmouth, went a plea for pickers. Far reaching was the response to these station break announcements sponsored by the UNITED STATES EMPLOYMENT SERVICE. Applications came from as far north as Maine, as far south as Cape Cod. EMPLOYMENT SERVICE Manager Andrew C. Graves breathed a sigh of relief: "The response to these spot announcements was most satisfactory, and the apple growers' needs were fully satisfied."

## TODAY'S FUR FACT

*Today's Fur Fact:* consumers must be educated on the conservation and protection of furs for the duration of the war. No longer can milady toss her mink into the discard, acquire another with the frequency of peacetime buying. For the retailer, fur storage, cleaning, glazing, repairing and remodeling of furs take on new importance. Fitting in with wartime tempo is a new series of KASPER-GORDON, INC. transcribed spots. Featured on *Today's Fur Fact* is fur authority Walter J. Horvath. *Availabilities:* series consists of 26 1/2-minute spots.



## NEXT MONTH

**H. WILLIAM NOLDE**, president of the NOLDE BROTHERS BAKERY, Richmond, Va., shows how sales curves follow program popularity. It's *Music in the Air*.

**ROY K. DALLAS**, sales manager of the CENTRAL ILLINOIS LIGHT CO., Peoria, Ill., explains how the *Cilco Town Crier* sells and tells with amazing results over WMBD.

**JOSEPH M. BERNSTEIN**, president of Bo BERNSTEIN & Co., INC., Providence, R. I., points out the steps by which tailor-made radio suited MARTY'S CLOTHING MART, was instrumental in its astonishing growth.

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



AT YOUR FINGERTIPS

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