



OCTOBER 1944

25c  
30c IN CANADA

Airwaves for  
Furniture . . . . . (p.329)

Retailers Report  
To Santa Claus . . (p.332)

Radio Ad-Ventures  
of Omar . . . . . (p.338)

**36 TESTED SHOWS FOR  
CHRISTMAS SELLING**

**RADIO ADVERTISERS  
IN THIS ISSUE**

- *Formfit Co.*
- *John Gerber Co.*
- *Glick Furniture Co.*
- *Lit Brothers*
- *National Candy Co.*
- *Omar Milling & Baking Co.*
- *Rochester Packing Co.*
- *Sears, Roebuck & Co.*

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



## YOUR BUSINESS AT A GLANCE

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

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SUBSCRIPTION RATES: United States and possessions, \$2.50 one year; Canada, \$3.00. Single copies—25 cents.

CHANGE OF ADDRESS should be reported to Radio Showmanship Magazine, 1004 Marquette, Minneapolis 2, Minn., three weeks before it is to be effective. Send old address with new.

How to have  
Your Own



# FALL HIT SHOW

AT A PRICE THAT  
WILL SURPRISE YOU

**T**HE simplest, surest way is to take the path already blazed by a wide variety of successful advertisers: *Call NBC for Recorded Programs* . . . shows sky-high in talent, writing, production—*everything* except price. Reason: Cost is divided among many non-competing advertisers all over the country. A few of the outstanding shows now available:

**COME AND GET IT** . . . new fun quiz on food! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts"—Alma Kitchell, homemaking authority, and Gaynor Maddox whose syndicated articles reach millions. 78 quarter-hours for 3-a-week broadcast.

**DESTINY TRAILS** . . . awakens the immortal classics of frontier America by James Fenimore Cooper, dramatizing the spirit of adventure that is our American heritage. First, *The Deerslayer* . . . 39 programs. Next, *The Last of the Mohicans* . . . 39 programs. 78 quarter-hours for 3-a-week broadcasts.

**MODERN ROMANCES** . . . true-to-life love stories from the pages of one of America's most

popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter-hours women love . . . find helpful, inspiring . . . in the tempo of today.

**THE WEIRD CIRCLE** . . . modern dramatizations of the ageless . . . eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne, Victor Hugo and others. 13 brand-new adventures . . . packed with chills . . . thrills . . . suspense . . . bring the program total to 65 half-hours.

**STAND BY FOR ADVENTURE** . . . exciting happenings in far places among strange people . . . as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

## LAST CALL FOR CHRISTMAS SHOWS!



**HAPPY THE HUMBUG** . . . whimsical adventures of that fanciful beastie of the Animal Kingdom and his fascinating animal pals . . . brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.

**THE MAGIC CHRISTMAS WINDOW** . . . Adventures of two typical kids who discover the secret of walking into The Magic Christmas Window where favorite fairy tales come to life. A Visit from St. Nicholas, The First Christmas and others . . . old and new. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

Name your time . . . select your own local station . . . do the job you're after with your own NBC Recorded Fall Hit Show . . . at a price that will surprise you. Ask your local station for an audition or write direct to us.

National Broadcasting Co.



A Service of Radio  
Corporation of America

# NBC

## RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.



Welcome caller is Maxine E. Kramer.

# Airwaves for Furniture

*Radio Provides Complete  
Coverage Around Columbus,  
O., for the Glick Furniture Co.*

*by MAXINE E. KRAMER,  
advertising manager*

terious but magic medium of advertising. Believe me boys, you need not question, look or wonder now, because it's here! Are you going to step into this green pasture? Yes, because this is your method of remodeling, growing and becoming bigger and better!

### GET THE FEEL OF RADIO

● Let's talk about what we know is happening today. Face the future just as it is! As advertising manager of the GLICK FURNITURE COMPANY it is only natural that advertising matter be placed in my hands. Be honest with your answer! Have you given your undivided attention to studying radio catalogs that are placed on your desk? Have you studied how this magic madness of the air waves will change the trend of advertising? Have you been on the ball and talked to radio station managers to learn the habits of the listening public right in your own backyard? Do this sometime! Be open-minded about the subject! Learn what you are missing by not being up to bat in this ball game of business! Believe me, I learned before it was too late, and I'm batting the ball right out into the field and bringing home more business than you could believe.

Now, do you dominate the newspaper advertising in your fair city? I doubt seriously if one by one you were to answer me, that many of you could honestly say yes. Instead, no doubt, some very large department store is sitting in this position, a position that you can hardly reach. Your leading department store can buy as many pages of advertising as his pocketbook permits (however, I realize that in most cities at present this octopus of the newspaper is cut down in square space due to wartime restrictions). But peacetime or wartime, can you meet his per cent of advertising through the medium of newspaper? No, and most of these boys sell furniture, too! How will radio effect this octopus of advertising? Answer this question yourself. There are 24 hours in a day. You can neither add to nor take away from this amount, but a newspaper may

Realizing this I selected a 15-minute program on WHKC. This program had three interruptions when we fed institutional store advertising, and after a short while we noticed a phenomenal increase in business coming from the 50-mile radius surrounding our store, the mileage coverage of our radio program over WHKC. Now GLICK's are not too happy to make these deliveries under present conditions, yet this war won't go on and on!

### PREPARE FOR TOMORROW

● Today we prepare for tomorrow! We looked forward to yesterday plus many more tomorrows when we would reach these friends whom unfortunately we did not meet until we sent our advertising out over the air to them over WHKC. Let me advise you to entertain your listening audience with your radio program and feed them your commercials as well, which in turn will bring up your sales.

You may consider this authentic and save at GLICK's expense, for if I were to tell you that we were not curious as to the possibilities of radio even in view of the fact of our increase in business with figures before our very eyes, I would be telling you a falsehood. We were a bit the doubting Thomas. I was curious about radio response and found myself searching for a clever way to test our program believing surely that with a program to sell merchandise, it would be poor judgment to start giving merchandise away. That kind of a program was blotted from my mind. Also, we furniture store people realize that when quantities of several hundred items are given out, surely to invest much over 10 to 15 cents is not good business. My idea of business still is to take money in, not to give it all away!

I sat pat waiting for the key thing to come along that could be purchased for a reasonable price and not install a cheap impression of the GLICK FURNITURE COMPANY

Bingo! Along came D-Day. The invasion was on! Immediately I ordered

*(Continued on page 358)*

# Retailers Report to Santa Claus

. . . . . *factual findings obtained through a poll of 1804 retail stores by the Meyer Both Company, Advertising, New York City*

✓ Q. *Are you in favor of starting Christmas promotions very early again this year?* Retailers apparently consider *before Thanksgiving* as *very early*. *87 per cent* go on record as being in favor of starting Christmas promotions *very early* again this year. About half plan to open Christmas advertising campaigns *between November 1st and 15th*.

Q. *When do you plan to open your Christmas advertising campaign?* There seems to be considerable difference of opinion as to *when* is *early*! *14 per cent* of the total in favor of starting *very early* indicate their planned starting dates in September. *11 per cent* of the total indicate their planned starting dates in October. *25 per cent* plan to open their Christmas campaigns *after November 15* and half of this number consider *after November 15th* as being *very early*.

✓ Q. *How will your Christmas advertising budget compare with 1943?* In planning the same Christmas budgets as 1943, many retailers say they regret the necessity. Such as the newsprint situation, and scarcity of merchandise, ho prevent more ambitious plans. *10 per cent* plan lighter advertising budgets. *18 per cent* plan heavier advertising budgets. Many of the *72 per cent* planning the same budgets as in 1943 point out that '43 carried a heavy ad appropriation

✓ Q. *How do you plan to apportion your Christmas advertising budget?* Close to one-fourth (*22 per cent* to be exact) of the total number of stores will devote their Christmas advertising budgets to *newspapers exclusively*. *78 per cent* will use high percentage for newspapers. Very few stores plan higher than *15 per cent* radio appropriation.

Q. *Do you intend to use institutional type advertising?* Almost one-quarter of the stores polled intend to use institutional type advertising, but less than *10 per cent* of this number intend to use institutional type advertising *exclusively*. The majority of the remaining *77 per cent* plan to use institutional advertising in *combination* with straight items and merchandise-institutional appeals, or in combination.



✓ **Q. Do you intend to use straight merchandise promotions?** Over one-third of the stores represented by the 28 per cent who intend to use item and price promotions intend to use this type of advertising *exclusively*. Of the three types of appeals, merchandise-institutional registered 49 per cent; institutional, 23 per cent, and straight merchandise 28 per cent.

**Q. Will you promote make-it-yourself gifts this year?** 47 per cent will promote make-it-yourself gifts. 43 per cent will not. 10 per cent are still undecided. Art Needlework and Fabric Departments are the majority choice for make-it-yourself gift promoting. Notions, draperies, domestics, toys and unpainted furniture are also mentioned as possibilities.

**Q. Do you plan any special ad campaign to recruit personnel for the Christmas season?** The 37 per cent that are still undecided say conditions when the Christmas season gets nearer will determine their action. Of the 15 per cent planning to have special personnel campaigns, a great many intend to address their appeals to high schools and colleges: 48 per cent do not plan to use such a campaign.

✓ **Q. When are you going to start promotion of gifts for service men and women overseas?** Official overseas mailing dates will determine 39 per cent of the dates for starting promotions of gifts for men and women in the armed forces. 29 per cent plan to start in September; 26 per cent in October, and 6 per cent in August. After the survey was completed, the Government announced that September 15th to October 15th would be Christmas gift mailing month for overseas, and many stores had previously announced their intention to start promotions a month before the overseas deadline.

✓ **Q. Will you encourage telephone orders during the holiday season?** A great many of the 66 per cent answering no gave delivery difficulties as the reason for the decision. 32 per cent will encourage telephone orders, and 2 per cent are as yet undecided.

**Q. Do you expect to offer gift wrappings?** The 69 per cent that said yes are divided half-and-half on the question of charging for gift wrappings. Some of the stores planning to charge will have special wrapping booths with set prices of from ten cents to twenty-five cents for special wraps. Practically all stores expect to have gift boxes, and the majority will not charge for them.

✓ **Q. Are you going to have night openings this year?** While 82 per cent plan to have night openings this Christmas season, a great many say they will not have more than three or four. Others say they will have only their regular weekly night openings. 18 per cent definitely will not have special night openings.

by GEORGE ENZINGER, vice president, Buchanan & Co., Chicago, Ill.



# Honorable . . . Mention for Unmentionables

*Formfit Commercials Palatable to Mrs. Grundy and to Sponsor*

● Every Sunday at 6:45 P.M. Eastern War Time, when the FORMFIT COMPANY's radio program goes on the air over MUTUAL NETWORK, genial Jimmie Wallington makes this announcement over a background of seductive music:

*"The Formfit Company, creators of the smoothest in underfashions, presents Dick Brown with the smoothest of music."*

And that not only sets the stage for the music department but for the advertising department as well. But there's a story back of this, a story, in fact, which proves that more than meets the ear or is seen in the broadcasting studio, was discussed, analyzed and decided upon long before the sensational FORMFIT premiere which took place on July 9.

Briefly, here is what happened. And it's an object lesson, perhaps, in the synchronization of the right *words* with the right music; smooth writing and persuasive delivery flowing gracefully through smooth vocalization and instrumentalization.

● When Walter H. Lowy, vice president and advertising manager of THE FORMFIT COMPANY, told us that his company was interested in going on the air, we knew that no ordinary type of radio program would do. Having handled newspaper and magazine advertising for this firm for some 15 years, we realized that building the absolutely right radio show for FORMFIT would be no easy task.

For, we knew something about copy censorship rules laid down by the networks. We knew they were far tougher than those of the publications.

"You can't say brassieres!" "You can't say bust!" "You can't talk about uplift!" "You can't use the word, bosom!" "You can't . . ." Oh, there was a whole long list of "don'ts" that were anathema to the copywriting profession. But that's what they were, and there was nothing to do but abide by them.

● So we went to work, wondering just what we'd produce. Dame Fate, I suspect, was sitting on our shoulders, smiling a bit and knowing that it would come out beautifully. But we didn't know it until our radio director in New York dug up a good-looking young fellow named Dick Brown who, happily, had a magnificent, velvet-smooth voice.

Well, the show was put together, after a lot of headaches, with Merle Pitt's orchestra providing the music and handling some Jimmie Wallington chosen to give the commercials. After the formula for the show was worked out, the commercials just flowed out naturally from our Copy Chief's word storehouse. In fact, when he started writing them, he kept the thought of "smoothness" constant in mind, and, as he afterward said, "They came out just as though they were tailored to fit that smoothest of programs!"

Technically, if I may use that word

effort. School and career girl contests, both for beauty and talent, special radio style shows, and radio programs by the stores themselves, are some of the un-

---

*Over a period of 30 years the business career of George Enzinger has embraced a wide experience in the field of advertising and sales promotion. It was a "planned" career, in the sense at least, that he determined at an early age to devote his life's work to some phase of the publishing and advertising business.*

*His selection as editor of the school paper at Central High School, St. Louis, Mo., planted the seed of that ambition, and after being graduated from that preparatory school, he immediately entered the School of Journalism at the University of Missouri. Successively, the march of time took him into work on a number of metropolitan newspapers, then street car advertising, and finally into the advertising agency business where he has been a prominent national figure since 1919.*

*His most outstanding efforts in national advertising have been in the fields of food products and confections, beverages, household utensils, women's apparel, building materials, and great industrial organizations. His best known national accounts, besides the Formfit Company, have been the Pabst Breweries and Pabstett Cheese Co., Bendix Aviation Corporation, Minneapolis-Honeywell Regulator Co., Weyerhaeuser Lumber Co., Roquefort Cheese Association, Camphre-Angelus Marshmallow Co., Nunn-Bush Shoe Co., and Alden's Chicago Mail Order Co.*

---

usual cooperative efforts of stores to capitalize on the Dick Brown radio following. And after all, such dealer enthusiasm is the ultimate goal of all manufacturers' advertising, isn't it?

# Bob Cats Run Wild

Cumulative Effect of Spots Sells  
Bob Cat Bar for National Candy Co.

by A. T. MAESCHER, JR.



THE advertising campaign to introduce the BOB CAT CANDY BAR, a new bar manufactured by the NATIONAL CANDY COMPANY, St. Louis, Mo., was begun October 1, 1943. The original territory consisted of that area commonly known as the 49th State, an area within a 10-mile radius of St. Louis.

Basic media consisted of spot announcements, billboards and car cards. The spot announcements were of the musical jingle type based on the well-known tune, *Bet Your Money on a Bob-tail Nag*, revised to *Bet Your Nickel on a Bob Cat Bar*. With the musical jingle as a basis, outdoor and car cards, carrying the opening line of the radio jingle, were used as supporting media.

Seventeen night time spots per week were used on three St. Louis stations. Previous to this, three company salesmen had called on 400 candy jobbers and dealers in the St. Louis area, and a descriptive mailing piece had announced

the new bar to 5,800 retail sales outlets in Greater St. Louis.

Was the program successful? At the end of the first month's advertising for BOB CAT (which, incidentally, was the first consumer advertising done by NATIONAL CANDY COMPANY) a survey was conducted by BEE ANGELL, a St. Louis research organization, to learn what percentage of the public had (1) become aware of the brand name of the product, (2) used the product, and (3) had observed the advertising, and through what medium. This survey revealed that 95 per cent of the 606 people contacted recognized the product by brand name; 84 per cent of that group recalled seeing or hearing the advertising, and 66 per cent had eaten one of the bars. Radio advertising was shown to have the most outdoor, to have had an equal effectiveness at the top of the list of media. Car card effectiveness was slightly lower, while 18 per cent said that other influences had been effective.

The study consisted

.....

Award for outstanding use of spot announcements made at the convention of the National Advertising Agency Network went to Oakleigh R. French & Associates, St. Louis, Mo., for this campaign in the interests of Bob Cat Candy Bar manufactured by the National Candy Co.

.....

cases, in stores and other points of sale.

A similar survey was made at the end of 90 days for C. M. Said, NATIONAL'S product's manager, and showed the following results:

#### Question 1

- ▶ *A new product with the brand name Bob Cat has recently been put on the market. Do you know which of these types of products it is—cereal, tobacco, candy bar, bathing suit?*
- |  |       |
|--|-------|
| Correct identification                 | 84.9% |
| Incorrect identification or don't know | 15.1% |

#### Question 2

- ▶ *Have you used the product?*
- |     |       |
|-----|-------|
| Yes | 79.5% |
| No  | 20.5% |

#### Question 3

- ▶ *Do you like Bob Cat Bars—better than most other candy bars; as well as most candy bars; not as well as most other candy bars?*
- |                                      |       |
|--------------------------------------|-------|
| Better than most other candy bars    | 21.6% |
| As well as most other candy bars     | 30.0% |
| Not as well as most other candy bars | 28.4% |

#### Question 4

- ▶ *Do you buy Bob Cat Bars—regularly, often, seldom?*
- |           |       |
|-----------|-------|
| Regularly | 26.5% |
| Often     | 38.8% |
| Seldom    | 34.7% |

#### Question 5

- ▶ *Have you seen or heard the product advertised?*
- |     |       |
|-----|-------|
| Yes | 92.1% |
| No  | 7.5%  |

#### Question 6

- ▶ *Where—radio, car cards, outdoors, other places?*
- |              |       |
|--------------|-------|
| Radio        | 75.1% |
| Car cards    | 37.1% |
| Outdoors     | 74.8% |
| Other places | 21.0% |
| Don't know   | .8%   |

It is interesting to note the rise in recognition attributed to radio from 41.6 per cent at the end of 30 days to 75.1 per cent at the end of 90 days. This shows the cumulative effect of sound, consistent use of spot announcements. It may take a short time for them to catch hold, but when they do, results can be measured in the cash register.

At the time the second survey was made, 50.2 per cent of the budget had been devoted to radio costs, 28.2 per cent to outdoor, and 21.5 per cent to car cards.

With the pattern for a successful campaign thus thoroughly tested and checked, BOB CATS were introduced in additional territories where the advertising followed the same formula and met with equal acceptance.

# Ad-Ventures of Omar

Nothing Juvenile About Campaign  
For Omar Milling and Baking Co.  
Pitched to Juveniles in 21 Areas

by HERBERT FUTRAN



► Written and produced by Herbert Futran through MacFarland Aveyard & Co., advertising agency. *The Adventures of Omar* goes back on the air this fall on 21 stations via platters. The complete radio picture is presented here by the author.

**H**OW an advertiser may sell his product through the youthful salesmen in the American homes is illustrated by OMAR, INCORPORATED, Omaha, Neb., a milling and baking company.

*The Adventures of Omar* is the sales vehicle, and the show is sponsored by two divisions of the company, one, the mill division which produces and markets OMAR WONDER FLOUR, and, two, the bakery division which conducts a retail bakery operation in four cities, employing some several hundred drivers who deliver bakery goods door-to-door. The show is recorded with two sets of commercials, one for the bakery, the second for the mill.

#### SELECTION OF THE RIGHT PROGRAM

THE company, marketing products that are normally sold to adults (flour and bakery goods), wished to be as certain as one can be in such things, that its

program offering was one with juvenile appeal. It also wanted to make certain that the program's commercial treatment was of such a nature as to motivate the juvenile audience to ask their mother to call for OMAR products.

It therefore commissioned its advertising agency, MACFARLAND, AVEYARD Co., Chicago, Ill., to have several programs produced on platters, complete with various commercial approaches. These platters were then played for three representative children's groups in Omaha, the sponsor's own city, to determine which offering had the greatest audience appeal. Here was the result:

<i>Adventures of Omar</i> . . . . .	106 boys
	<u>67 girls</u>
	Total 173
<i>Competing Scripts</i> . . . . .	25 boys
	<u>65 girls</u>
	Total 90

hero's name. Just how effective this identification is can be illustrated by the fact that in those cities where the bakery division holds forth, it is now common practice for youngsters to hail the OMAR delivery men with the theme of the show, "Oooooomar, son of the winds, Oooooomar."

There are, of course, three commercial credits. The first, right after the introduction of the show, follows a pretty straight line commercial approach. The middle commercial comes at a high dramatic point in the show, and, rather than being a straight sell, takes its cue from the locale of the show itself. If the script is laid in Holland, there may be some note on the cleanliness of the Dutch kitchens, with the after-thought that no Dutch kitchen is quite the equal of Mom's own kitchen back home when she makes that delicious white bread with OMAR WONDER FLOUR. The final commercial usually comes after a dramatized lead-in using several of our supporting characters. This is usually a comedy lead-in, building to a high point of humorous content, after which the announcer takes it away with his straight commercial.

*Omar Junior* plays an important part in that center commercial. *Omar Junior* is purely a nickname for the juvenile in the cast, and he has an important part in all of *Omar's* adventures. *Omar Junior's* great passion in life is swell, white bread, and his reference to and longing for it all the time they were in occupied Europe was frequent but not labored. Thus, it has become something of a joke among our audience that *Omar Junior* just loves white bread, and on that note we pitch our middle commercial. It always starts as a message from *Junior*, and likewise, it is always a gag-line by *Junior* which sets the stage for the last commercial.

#### PROGRAM PROMOTION

OMAR JUNIOR has also been immortalized by various animated displays using the *Omar Junior* character done up in turban. Too, he has been featured on car-cards and billboards, and he will

soon make his appearance in a series of comic-strip type ads featuring OMAR, white bread which will appear on comic pages in metropolitan newspapers.

#### MERCHANDISING

WHEN the show went off the air for the summer, listeners were offered a log-book covering a mythical voyage Omar and his pals were making from Murmansk to the United States aboard a United Nations' convoy. *Omar Junior* was reputedly the author of this log-book, whose real function, of course, was to hold over the summer hiatus at least a portion of the substantial audience the show had built up.

That offer raised havoc with deliveries in the four cities where OMAR does door-to-door delivery of bakery goods. Thousands of children who had followed the series on the air stormed the trucks in Indianapolis, Milwaukee, Omaha and Columbus on the first day the offer was made. Drivers with routes to be serviced had to work into the small hours in order to complete their rounds.

As an additional merchandising tie-in, listeners will receive a 16-page book

of comics starting in September, which will detail in comic strip form the further adventures of *Omar*.

#### TESTING AUDIENCE REACTION

IN the four cities where the bakery division operates, all drivers conducted this record coincidental survey of 6,836 homes. These calls were made in person. That survey showed an average 16.8 rating, 23.2 on WBNS, Columbus; 20.6 on WTMJ, Milwaukee; 14.9 on WFBM, Indianapolis, and 8.8 on KOWH, Omaha.

There is a further interesting note on what happened to the station ratings when the OMAR show hit the air, and when it went off.

	KOWH	WTMJ	WFBM	WBNS
¼ Hour Before Adventures of Omar.....	7.9	17.8	8.5	15.8
½ Hour of Adventures of Omar.....	8.8	20.6	14.9	23.2
¼ Hour After Adventures of Omar.....	8.4	22.3	11.5	17.5

In other words, with the exception of WTMJ where the rating continued up after the show left the air, the *Adventures of Omar* constituted a very definite stand-out for the station.

Response to the give-away offer is another indication of the strong pull the series has with its juvenile audience. And incidentally, the script in which that offer *broke* actually revolved in its dramatic sequence around the premium offer. At the opening of the show there was a subtle reference to the premium offer, and from that moment on, the premium itself motivated the action. The integration of the commercial and the drama then, explained the efficacy of the show.

And since, above all else, an advertiser must first have a program that interests the audience he wants to reach, the *Adventures of Omar* seem to constitute a stand-out for OMAR, INCORPORATED.





▶ by MARGARET CUTHBERT, director of women's and children's programs for the National Broadcasting Co., New York City

# Why Women's Programs?

IN the beginning when radio was groping among the wave lengths, women's programs were as necessary as the waste basket. Known as *catch all* programs, they were the over-worked, neglected Cinderellas of the air. Now they have come of age, and no one was more surprised than the industry which gave them being that these unwanted children should grow up and develop into interesting, intelligent, presentable and profitable ventures, courted by sponsors to the amazement of all concerned.

The evolution was gradual and came about naturally. Women's programs were an integral part of radio long before the serial reared its lovely, troubled head and came to stay by popular demand.

THERE are 640 women's programs on the nearly 900 radio stations throughout the country. The time given to women's programs varies, and varies for the simple reason given in *Alice In Wonderland* at the Mad Tea Party, "If you knew time as well as I do," said the Hatter, "you would not talk about wasting it." Stations do not waste time.

As every woman knows, when you want to spread the good word, the most effective of all ways is to tell a woman! That is the basic reason behind every woman's program; it appeals to the women in the home: the consumer, the homemaker. She is the great potential in radio and radio is acceptable to her.

Radio entertains her. Alone during the day, she finds that radio fills the house with voices, and the walls re-echo the sound of music. She is no longer by herself, nor is she *wasting time*, that specter that follows every move in her crowded day. While she works she is be-

ing kept up-to-date with information on everything that concerns herself, her family and her community.

CONTRARIWISE, radio provides an escape from her anxieties. With one son somewhere in the Pacific and another son in Italy, Mrs. O'Brian finds equal relief in turning on her radio to hear *Mirth and Madness* or Monsignor Sheen speaking directly to her. "Come all ye that are heavily laden."

The amount of time given to women's programs varies. Stations now carry from one-half hour weekly to five hours weekly of women's programs, depending on the station's commitments and policies of balancing programs of entertainment with social, civic and consumer needs of the community plus the needs of the country.

Just as listeners select their own programs to listen to, so does the woman's program select its own audience, depending on the insight of the woman conducting the program, and the people she works with in radio and in the advertising agencies.

ASIDE from the serial, whose technique is quite different from that of other programs, although the goal is identical, programs conducted by women may be news, variety, service, dramatic, quiz, audience participation, straight talking or a combination of all seven.

Their success depends on the right woman for the right program, her originality, her intelligence and her common sense use of radio. Since the success of such a program does depend largely on the radio personality of the person conducting it, plus the brains of those concerned with the sales and promotion

of the program, it pays dividends to select carefully the woman who is to conduct a woman's program.

The name of a woman's program may be listed under the personality conducting it or the station or sponsor may originate a *trade name* which means that the personality of the *trade name* goes on forever, gathering momentum and loyal listeners over a period of years. *Betty Crocker* of GENERAL MILLS is an outstanding example of the success and popularity of a *trade name*.

To be effective, women's programs should be scheduled at the same time five or six times a week, year after year, be it early morning, mid-morning, noon, afternoon or evening. Any women's program can be successful if it adheres to certain basic principles and these include cooperation, imagination, patience, showmanship, sincerity, personality and promotion.

Having selected your woman, give her proper help at the start. Make her feel a part of the organization. If she is a member of national organizations or service clubs, encourage her to transfer her former membership and become active in the local groups. She would be introduced by the station management to local business and women leaders in women's activities. (Public utilities follow this procedure with great benefit.) Promote her locally so that she takes part in local civic affairs. Let her handle all things pertaining to women's activities that come to the station. Assistance and support should be given her by the program, publicity and sales divisions of the station.

RATHER than engaging her on an artist's fee basis (which often puts a barrier between her and the staff of the station) put her on straight salary, allowing a certain percentage for participating commercials, according to the station's policy.

Many women now conducting programs, both on the networks and the local stations, work closely with the Sales, Press and Program Departments

of their stations. When given the opportunity, they also work directly with the sponsor, or participating sponsors, in a sincere effort to understand and be helpful to both buyer and seller.

Some of the women write their own sales copy for the product, or products, sponsored on their programs. In other cases, copy writers (often women) of the advertising agency handling the sponsor's or sponsors' account write the sales copy for use on the program.

Women who conduct their own programs have an advantage in knowing how to utilize the basic feminine psychological appeals to the fullest advantage; they know how to key the necessary information they have to give so that it will interest their listeners; they know how to prepare commercials in any style or type; and they know how to beam their message to the women's audience they seek to reach. One underlying factor not often mentioned is that of the emotional and ideological appeal which the woman, herself, may make to other women.

A COMPOSITE picture of the women presenting women's programs throughout the country, show them to be sincere, friendly and convincing. They are good to look at. (Television is coming.) They have a pretty good idea of the problems that confront women; they know the approach to women; they visualize them in their homes; they know how to express themselves in a language that the women understand, the easy and formal conversation of friends. They enjoy talking, especially to other women; they are unself-conscious; they can make a good story out of life's little happenings; they can tell you off-hand how to whip up a dress that costs less than a leg of lamb; they know how to make a round button-hole, and they know how to cook.

Imagine a mirror as large as the United States, held slightly tilted, so that the contemporary scene is reflected with all its movement, color, lights and shadows and you have radio. Women's programs reflect the contemporary scene where women's interests are concerned.

# There Will Always Be a Christmas!



● (Below) . . . Greetings from Rockford (Ill.) area navy men in boot camp at the U. S. naval training station, Farragut, Idaho, were broadcast over WROK, Rockford, Ill., on a special Christmas program at 4:00 P.M. on Christmas Day.

In addition to greetings from some 100 bluejackets from the area, program featured greetings from officers at the camp, musical selections by the naval base band and various vocal selections.



● (Above) . . . No humbug for the PARK & SHOP SUPER MARKETS, Saginaw, Mich., was *Happy the Humbug*, aired over WSAM as a special Christmas feature. Christmas window here combined program promotion with seasonal display. (For story, see *Christmas Promotion*, p. 348.)

● (Below) . . . When the S.P.C.C. provided Mrs. Santa Claus, alias Zella Drake Harper, with 100 letters to Santa from underprivileged youngsters, WIBG listeners in and around Philadelphia, Pa., dug deep, provided gifts. Everyone got together at this annual Christmas party where gifts were distributed. Assisting mistress Harper is John B. Kelly.



# ★ Santa Sits Tight



★ *Toys Scarce Yet Department Stores Throughout Nation Carry on Santa Claus Tradition with Regular Broadcast Schedules*

**W**HEN department store executives took stock of the 1943 toy inventory, the picture was far from bright. Shortages of all items and the complete absence of many made it almost a foregone conclusion that long before Santa Claus hitched up his reindeer the toy lines would be completely exhausted.

What to do? Advertising managers went into a huddle. Some decided that it was money down the drain to spend advertising dollars on a department that would be a complete sell-out regardless of promotion.

Others followed a different line of reasoning. For years these retailers had used a Santa Claus radio series to establish their stores as Toyland headquarters. And during these years, it had been obvious that Santa's broadcasts had been useful not only for building sales, but they had also been excellent institutional vehicles. Even in the face of shortages, these merchandisers felt that Santa Claus could perform a variety of essential services.

Some hued strictly to the institutional line. Others went further than that. Children could be educated to a wartime Christmas. If they knew that metal for wagons and tricycles was going for guns and tanks, the Christmas tree would seem less bare. For those who followed this line of attack, Santa waved the flag. In other communities, the moppets got their first inkling of the fact that Santa's workshop was not limited to toy production. And the retailers who took this approach were able to divert some of the store traffic from the toy department to



other departments where inventories were less meager. At Santa's behest, the small fry asked for a minimum of toys requested instead such things as sweaters, coats, other items of wearing apparel.

But the fact remained that for many retailers, the Santa broadcasts remained a non-cancellable Claus. The experience of some of these merchandisers are reported here.

## *Greensboro, No. Car.*

Five years ago, BELK'S DEPARTMENT STORE first offered Greensboro, N. C. moppets an air version of Santa Claus Year in, year out, the youngsters have come to think of BELK'S as a branch of St. Nick's workshop through the medium of the half-hour week-day feature broadcast from Toyland in BELK'S.

Six days a week in the late afternoon from the day after Thanksgiving until Christmas Eve, the children of the Magic

Circle area have talked to Santa Claus by remote control, and all have been urged to write letters to Santa Claus in care of the store. Commercial described the myriad toys to be found at Santa's headquarters, and a new commercial was used each day over WBIG.

When 1943 rolled around, BELK's found itself faced with a problem. The store, like all others everywhere, was short on toys, yet it wished to keep the Santa Claus tradition. Its solution was to retain the half-hour spot, and to use all the time to bring the children a transcribed program featuring *Adventures in Christmastree Grove* and *Santa's Magic Christmas Tree*. The last quarter-hour was devoted to acknowledging letters from the children to Santa Claus, and mail averaged more than 200 letters daily. Explanation to the children as to the change in program format: St. Nick was too busy to talk to them personally as he had to devote his entire time to making toys for them.

*Canton, O.*

For the past 11 years, Santa Claus has been a regular WHBC feature, and for the past four years the program has been sponsored by the STARK DRY GOODS Co., Stark County's largest store. Broadcast six evenings a week, the series starts on Thanksgiving Day, continues through December 24. For its first 13 broadcasts, the show is a quarter-hour feature, is extended to 30 minutes for the last 13 programs to permit the use of a greater number of names of youngsters who have written letters to Santa Claus. In 1943, nearly 15,000 letters were received either at the station or at the store where Santa Claus had a mail box in the toy department.

What has given the program consistency of voice and approach throughout its 11 years is the fact that throughout that time the role of Santa Claus has been taken by Harry Mayn of the STARK STORE. Four or five high school dramatic students take character parts in the show, and a

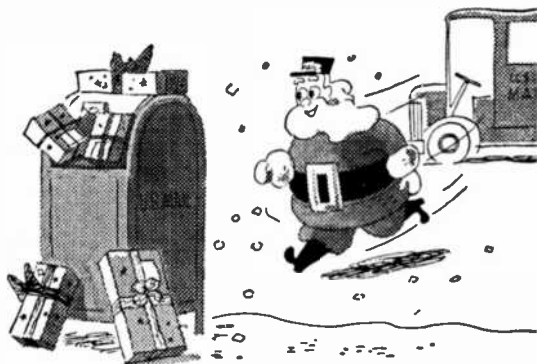
great number of sound effects help contribute to the fairyland atmosphere.

Santa Claus arrives in Canton, O., the day after Thanksgiving as part of the CANTON RETAIL MERCHANTS' BOARD's Christmas promotion which includes a downtown parade, and an especially arranged children's program at one of the local theatres. The STARK DRY GOODS radio Santa ties into this general program by arriving in Canton in his stratosphere plane just in time for the day's festivities. The day before his arrival the officials of the STARK DRY GOODS COMPANY and the CANTON RETAIL MERCHANTS' BOARD talk to Santa Claus at the North Pole through the facilities of a special two-way radio hook-up, and the entire proceedings are broadcast as the first program of the STARK radio series.

Specially written scripts by the store are slanted to build institutional prestige. Program goes on the air at 5:00 P.M. *Special note:* each year a contract is signed in January for that year's broadcast!

*Memphis, Tenn.*

For the third consecutive year, the JOHN GERBER Co. sponsored a six-a-week, 15-minute strip, *Santa Claus Speaks*, over WHBQ. This year the series will begin the day after Thanksgiving, will run through Christmas Eve. Children write letters to Santa Claus, and the best are read over the air. Santa advises listeners to brush their teeth and to be





good children if they expect to get what they ask for.

*Vincennes, Ind.*

Since 1940, Vincennes, Ind., moppets have turned to WAOV for daily visits with their patron saint, last year heard the show under the joint sponsorship of the SAITER MORGAN Co. and the VINCENNES CHAMBER OF COMMERCE.

Santa Claus in full regalia presided in the SAITER MORGAN toy department, and as youngsters filed past his throne they told him what they wanted in their Christmas stockings. Each youngster received a peppermint stick. In addition to his personal appearance at the store, Santa Claus was also heard over WAOV each evening at 7:15, Monday through Saturday, for the three weeks immediately preceding Christmas. Both features were broadcast over WAOV, and commercials ad-libbed by the announcer for the remote broadcasts stressed one particular toy on each show.

Received were some 1,000 letters, and while not all of them were read in their entirety on the evening show, each was acknowledged by name.

*Asheville, No. Car.*

For the past several years IVEY's, Inc., presented the small fry with *Letters to Santa Claus* over WWNC. 1943 was no exception. With the final broadcast on Christmas Eve, the series is heard six times weekly for 13 weeks. During the period this show is on the air, IVEY's has made a practice of discontinuing other

# CHRISTMAS PROMOTIONS

Here is a collection of successful merchandising stunts used last Christmas in a variety of business fields.

## Bakeries

**ARMY AIR BASE CHRISTMAS SHOW** While there was but little *peace on earth* for Christmas, 1943, there was plenty of *good will to man* if Vincennes, Ind., was a typical community. When the Christmas tree was lighted at nearby George Field, Army Air Training Station, WAOV and the G. W. OPELL Co., bakers of **LOVING CUP BREAD** were on hand to broadcast the one-time show for listeners who were out-of-bounds.

What the enlisted personnel took off the tree were gifts contributed by Vincennes residents, and there was not a man at the base whom Santa Claus forgot.

To set the scene, the George Field Band presented a medley of Christmas carols, were spelled off by a group of singers who harmonized the Yuletide songs. To personnel and civilian went a Christmas message from the C.O., Colonel Edwin B. Bobzien.

While G. W. OPELL sponsors a program of modern music five times weekly at 6:00 P.M., made the time available to the Army on this one occasion, only brief mention was made of the fact from the WAOV studio *fore* and *aft* the remote from George Field.

**AIR FAX:** First Broadcast: December 24, 1943.

**Broadcast Schedule:** December 24, 6:00-6:15 P.M.

**Preceded By:** Sports Parade.

**Followed By:** News.

**Sponsor:** G. W. Opell Co., Bakers.

**Station:** WAOV, Vincennes, Ind.

**Power:** 250 watts.

**Population:** 18,228.

**COMMENT:** To further establish the

bonds of friendship between Army base and community, a broadcast of this kind is made to order. Too, expressions of good will to man also are translated into good will to sponsor by both participants and listeners.

## Chambers of Commerce

**SANTA CLAUS** Something new was added to the Holly-days in Johnstown, Pa., in 1943, namely, a series of 16 quarter-hour Santa Claus broadcasts heard over WJAC and sponsored by the **JOHNSTOWN CHAMBER OF COMMERCE**. Evidence that Santa Claus packed a wallop comes from C. G. Clayton, secretary of the retail division. "With favorable comments heard from grown-ups, to say nothing of the enthusiasm of the children, we consider this initial broadcast very satisfactory. Letters came not only from Johnstown, but from our whole trading area, and during this period 4,500 envelopes were received, some envelopes containing as many as 23 letters from school children."

Broadcasts consisted of reading letters from children to Santa Claus, and approximately 225 letters were read over the air during the broadcast portion of the Christmas Festival. Santa's helper on two occasions was Mrs. Santa Claus, and on two other broadcasts another of Santa's helpers read a letter, also sang a carol.

To plug the start of the show prior to the first broadcast newspaper ads on the radio pages of both Johnstown newspapers headlined the show. Tie-in between this series and an-



other Christmas feature heard on the station: *Happy the Humbug* listeners were reminded that Santa Claus was on the air, were urged to tune-in and write in.

**AIR FAX:** First Broadcast: November 27, 1943.  
Broadcast Schedule: M-T-W-S, 6:30-6:45 P.M.  
Preceded By: Sports.  
Followed By: Music.  
Sponsor: Johnstown Chamber of Commerce.  
Station: WJAC, Johnstown, Pa.  
Power: 250 watts.  
Population: 106,000.

**COMMENT:** Merchants have found that to set up *individual* sales records it is important for everyone to pull together. Through cooperative effort of this kind merchants in combination sell the community to the entire trading area as shopping headquarters.



### Department Stores

**SHOPPING WITH SUE** In the shopping daze before Christmas, it's no easy trick to find just the right gift for mother, brother, cousin or friend. To make it easier for Austin, Tex., shoppers to get on with the job, YARINGS turned to radio and KNOW. Six times weekly listeners went on five-minute *Shopping with Sue* tours, and Sue knew whereof she spoke, was none other than YARINGS' buyer, Grace Thurman.

Tips that were tops were what YARINGS' personal shopper presented to listeners, with the first broadcast on November 26. Ladies were reminded to drop a hint to friend-husband, given a Yule-ogy about silver fox furs, a red fur jacket, fur coats, evening dresses, evening wraps, quilted robes, other such items calculated to create that starry-eyed look. Before the series ended, listeners *Shopping with Sue* had covered the entire store, department by department.

**AIR FAX:** First Broadcast: November 26, 1943.  
Broadcast Schedule: Monday through Saturday, 9:55-10:00 A.M.  
Preceded By: Music.  
Followed By: Breakfast at Sardi's.

**Sponsor:** Yarings.  
**Station:** KNOW, Austin, Tex.  
**Power:** 250 watts.  
**Population:** 87,930.

**COMMENT:** While department stores have found that the merchandise story makes an effective broadcast pattern throughout the year, it is particularly effective at the Christmas season.

### Groceries

**HAPPY THE HUMBUG** Youngsters in Saginaw, Mich., made a new friend last Christmas, thanks to PARK & SHOP SUPER MARKETS and WSAM. That friend was none other than *Happy the Humbug*. For 12 broadcasts, the moppets lived the life of *Happy*, who was born without parents, and his assorted friends who were trying to help him find parents so there would be presents for him at Christmas time. Others in the circle of friends were the Pink Elephant, with magic powers, who danced on walls and wept strawberry tears; Hunkey the Monkey, whose blue serge pants were so shiny the animals used them for a mirror, and the tellers of tall tales, the Cock and the Bull.

Continuity for PARK & SHOP was built up to create interest in *Happy*, Pinky and Hunkey pictures, and youthful listeners were able to get 8½ x 11 color reproductions at any PARK & SHOP SUPER MARKETS.

**Showmanotion:** listeners were requested to mail in postcards with name, address and telephone numbers. Cards were placed in a grab bag, and one was drawn on each broadcast. The person whose name was pulled out of the grab bag got a telephone call in jigtime, and if he could give the code phrase announced at the start of the program, he was awarded a five dollar basket of groceries.

**AIR FAX:** While the series here was heard twice weekly for six weeks, it can also be broadcast three times weekly over a period of four weeks. Twelve episodes of original stories to delight the youngsters, also tickle the adult fancy, make up the transcribed feature. In Johnstown, Pa., the series was heard over



WJAC as a sustaining feature on a twice weekly schedule at 4:30 P.M.

First Broadcast: November 16, 1943.

Broadcast Schedule: T-Th, 5:45-5:30 P.M.

Preceded By: Radio Jackpot.

Followed By: Music.

Sponsor: Park & Shop Super Markets.

Station: WSAM, Saginaw, Mich.

Power: 250 watts.

Population: 90,150.

Producers: NBC Radio Recording.

**COMMENT:** For the advertiser who wants to present an original Christmas promotion, here is a delightful fantasy that will please the young-in-heart from six to sixty, has the added advantage of being almost spanking new. (For pic, see p. 343.)

## Mail Order

**TEXAS MARY** Year-in, year-out, *Texas Mary* corrals KFAB listeners in and around Lincoln, Neb., with mid-western songs and a tuneful guitar, and for farmers tuned to KFAB *Texas Mary* leads the procession that is known as the *Dinner Bell Hour*.

But *Texas Mary* can do more than sing. She can also sell. When the SANFORD DIRECT MAIL Co., Omaha, offered 20 Christmas Photo Cards for one dollar, orders came from Nebraska, Kansas, Iowa, South Dakota, Missouri, Minnesota, Oregon, Idaho, Washington and Colorado. During the two months that *Texas Mary* pitched the sales talk, listeners responded to the tune of \$1,757.

**AIR FAX:** As a part of the *Dinner Bell Hour* for which *Texas Mary* sets the stage, there is news, a variety show, weather reports, market reports, world news with a rural slant and farm notes. Programmed to catch the farm family at the dinner table, the series extends from 11:45 A.M. to 1:10 P.M.

Broadcast Schedule: Monday through Saturday, 11:45-12:00 (Noon).

Preceded By: Romance of Helen Trent.

Followed By: News.

Station: KFAB, Lincoln, Neb.

Power: 10,000 watts.

**COMMENT:** When the advertiser selects an established program to back a seasonal product, he reaps the benefit of an established audience built up over a period of time. Returns here point up the merits of such seasonal practices.

## Merchants' Association

**SANTA CLAUS VISITS** What the Valley City, N. D., MERCHANTS' COMMITTEE had to sell was more than merchandise. It had to sell the community as Santa's headquarters for town and farm, man, woman and child. More than that, Christmas shoppers had to be reminded that with wartime shortages shelves would be bare long before the lights were lit on the Christmas tree. Accordingly, it made a date with Santa Claus, arranged for week-day broadcasts over KOVC.

With jingling of bells, hulloballo in general, Santa made his presence known to youngsters and parents, and from then on it was fun galore for moppets in the studio and for those listening in to the *Santa Claus Visits*. Children told Santa Claus what they wanted in the Christmas stocking, also recited verse, sang or gave solo musical selections. For eaves-dropping parents, Santa tied-in under-the-tree-on-Christmas-morning choices with advice to parents to shop in Valley City. For each child: a sack of goodies.

Children and their parents jam-packed the KOVC studios for each broadcast. Those tuned-in were invited to write letters, and a part of each show was devoted to reading them.

For the MERCHANTS' COMMITTEE these *Santa Claus Visits* were old stuff. For each of the seven years the show has been on the air, the COMMITTEE has renewed its sponsorship.

**AIR FAX:** Stand-in for Santa Claus is a local man. Announcer Bob Ingstad lines up the kiddies, gets them acquainted with Santa Claus.

First Broadcast: December, 1938.

Broadcast Schedule: Monday through Saturday, 4:30-5:00 P.M.

Preceded By: Drama.

Followed By: Music.

Sponsor: Valley City Merchants' Committee.

Station: KOVC, Valley City, N. D.

Power: 250 watts.

Population: 5,917.

**COMMENT:** Even the most blase youngster gets slightly touched with a bit of *Santa-mentality* at the Yule season. A



radio Santa Claus is that much better than one who makes but one quick trip down the chimney.

### Meat Products

**MUSICAL CLOCK** In Utica, N. Y., the *Musical Clock* strikes a holiday note that is tuned to the idea that it is better to give than to receive. Each Christmas since the show was launched listeners get behind a Christmas Book Campaign for hospitals, other such public institutions. Collections for a single year reach a grand total of 6,500 books distributed by WIBX to some 60 different institutions.

When the series was begun in 1935, the ROCHESTER PACKING CO., makers of ARPEAKO PORK PRODUCTS, signed its John Henry to the offering, gave up sponsorship after four consecutive years only because present meat restrictions made it impossible for the firm to supply its trade with pork products. Since 1939 the WIBX feature has been under the banner of the NEW YORK STATE SAVINGS BANK.

**AIR FAX:** Commercials are usually worked into the continuity by means of a verse before the script-tease.

**First Broadcast:** 1935.

**Broadcast Schedule:** Monday through Saturday, 8:15-8:35 A.M.

**Sponsor:** New York State Savings Bank.

**Station:** WIBX, Utica, N. Y.

**Power:** 250 watts.

**Population:** 114,412.

**COMMENT:** Christmas features don't have to be something spanking new that last only for the tinsel time. Established programs with already built audiences also lend themselves to the Yuletide spirit.

### Participating

**SANTA CLAUS PARADE** Christmas giving came early in Austin, Tex. The givers were the participating merchants on the KNOW Christmas feature, *Santa Claus Parade*, and each merchant contributed two items to round out the quota need-

ed for the daily give-away. Recipients were listeners who called the station, correctly identified a tune played on the broadcast. In jigtime that angle had to be abandoned on request of the telephone company. *Reason:* calls were so numerous it tied-up the exchange. A post-card twist solved the difficulty.

Program followed no set script pattern, but each advertiser submitted a weekly list of items suitable for Christmas gifts, and the tip-top tips were passed out over KNOW seven times weekly. Some advertisers were plugged three times on each program, others twice, some only once. A different item was featured each day, and advertisers reported a heavy demand for those specific items.

**AIR FAX:** Santa's press agent was program director Alan Ezell.

**First Broadcast:** November 25, 1943.

**Broadcast Schedule:** Monday through Friday, 11:15-11:30 A.M.; Saturday, 11:30-11:45 A.M.; Sunday, 10:45-11:00 A.M.

**Preceded By:** Music.

**Followed By:** Music.

**Station:** KNOW, Austin, Tex.

**Power:** 250 watts.

**Population:** 87,930.

**COMMENT:** While a straight merchandising feature performs valuable service especially during the Christmas season, a series which employs elements of *showmanship* builds up its audience in just that much less time.



### Sustaining

**SO THERE'S NOTHING NEW IN THE NEWS** As man gets ready to tear off the calendar the page that marks the end of a year, he's prone to take a quick look at the year that is past, conclude *There's Nothing New in the News*. To prove that "*to err is human*," WAOV, Vincennes, Ind., shook the dust out of its new files, presented a chronological dramatization on two years of war as a one-time shot.

To refute the idea that it's the same old news dished up in different words day after day, the script dwelt on significant war developments. At regular

intervals a woman's voice was heard to say, "There's nothing new in the news." The landing on North Africa, the Sicilian invasion, Rommel's retreat, other vital developments in the war picture, showed up the error of that way of thinking. Material came from a two years' supply of UNITED PRESS newscasts

*Jingle Bells* theme, followed by short wave contact with North Pole and sound effect of wind howling dressed up the introduction. Show ended in reverse order.

**First Broadcast:** November 28, 1943.

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

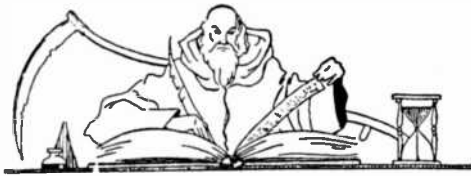
**Preceded By:** News.

**Followed By:** Chick Carter.

**Station:** WSTV, Steubenville, O.

**Power:** 250 watts.

**Population:** 50,878.



and from the files of the Vincennes Sun-Commercial.

**AIR FAX:** First Broadcast: December 7, 1944.  
**Broadcast Schedule:** 30-minute dramatization.  
**Station:** WAOV, Vincennes, Ind.  
**Power:** 250 watts.  
**Population:** 18,228.

**COMMENT:** Members of the third estate have found tremendous readership in such summaries. It represents a field which may be further cultivated among broadcasters, and with radio, there is the added advantage which dramatization gives over cold type.

## Sustaining

**VISITS WITH SANTA CLAUS** Santa Claus proved that he had a heart of gold to needy children in Steubenville, O. Through his series heard over WSTV he was able personally to deliver baskets, money, clothing and toys to unfortunate youngsters. Letters received were checked with local service groups. Gifts of all kinds went to authentic cases from listeners and various social agencies. Names of the needy were not used, and all letters were referred to only by surname and number. Letters came from a three-state area, with 57 different cities represented.

**AIR FAX:** Announcer Don O'Brien doubled in furs for Santa Claus, assisted by other members of the WSTV staff in roles of Brownies and Elves. Studio music box played a continuous background to Santa.

**COMMENT:** Service features of this kind have helped radio establish itself in a personal, direct way with the listening public.

## Sustaining

**SANTA CLAUS ON THE AIR** When WFMJ set out to book a speaking engagement with Santa Claus for Youngstown, O., children, it didn't want just an ordinary Santa Claus. He had to have the *voice*, he had to have the *laugh*, but more than that, he had to *sing*. And his repertoire had to include children's songs, for between telephone calls to children and between the letters he read, Santa was to sing as he went along.

When he was found, WFMJ set out to get the whole town talking about his arrival by plane on Thanksgiving Day. It did. The Mayor was there. So was the Chief of Police and the Civil Air Patrol. And when the plane nosed down to the flying field there was a police escort to bring Santa Claus from Bernard Airport five miles from Youngstown to the WFMJ studio. For those unable to come out to the airport, a line put into the field made it possible to broadcast Santa's arrival and the Mayor's greeting just at the time the *Wizard of Oh's and Ah's* landed.

Two weeks preceding Thanksgiving Day, WFMJ began running spots around its children's programs to tip them off on Santa's arrival and to tell them about a broadcast scheduled from the North Pole ten days previous to Santa's departure for Youngstown.

That North Pole contact broadcast set off a barrage of newspaper publicity. When contact was established at the

North Pole the night of the broadcast, static sound effects and Santa's voice on a filter microphone gave the impression of distance. Also, as a part of the build-up, WFMJ broadcast an interview with the head of the Civil Air Patrol at the airport just as he was, to all intents and purposes, leaving for the North Pole to bring Santa back.

Previous to Santa's arrival, broadcasts at 5:15 followed the pattern of Santa's hops from one city to another. When Santa reached Youngstown there were some 18,000 people there to watch him land at 2:00 P.M.



Santa broadcast from Youngstown that afternoon at 5:15, continued to broadcast for an entire month. Children, some 5,000 of them, wrote letters to Santa as part of the Christmas interest in the stocking-trade, and reading of the letters was interspersed with telephone calls to some of them.

**AIR FAX:** First Broadcast: November 15, 1943.  
Broadcast Schedule: Monday through Friday, 5:15-5:30 P.M.  
Station: WFMJ, Youngstown, O.  
Power: 250 watts.  
Population: 211,251.

**COMMENT:** Good will and publicity gained by a Santa Claus promotion of this kind is worth many times its actual cost. With such a series, the venerable old gent becomes a civic and community figure, is accepted by thousands of children as *the* Santa Claus.

## Newspapers

**STORK DERBY** Who will be the proud parents of the first baby of the year is a matter of more than mere conjecture in Hamilton, Ont. It's an annual event. To the first baby born in the New Year, local merchants contribute such items as quilted carriage robe, complete room decoration, ambulance service, taxi ride



## SHOWMANSHIP IN ACTION

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

### Department Stores

**JUNIOR MUSIC HALL** Broadcast proof that the kids are good entertainers, even away from the front parlor, is **LIT BROTHERS'** new juvenile revue. *Junior Music Hall*, a creation of WFIL educational director Ed Dawes, boasts an all-juvenile cast, including a teen age announcer and master of ceremonies. The show originates from the WFIL Playhouse Studio, playing each week to an audience of more than 400.

All talent on the show was recruited by Ed (Skipper) Dawes during his visits to Philadelphia public schools. For the air show, he maintains a regular nucleus cast including a teen age girls' chorus, emcee, comedy relief, boy and girl singer, announcer and teen trio. Each week there is one adult guest star and one additional youngster, the winner of the preceding week's audition.

*Junior Music Hall* belongs to the kids themselves. Even **LIT BROTHERS'** commercials are delivered by the 15-year-old announcer. Institutionalizing the program, **LIT BROTHERS** provides uniform costumes from the store's teen department for the young performers.

**AIR FAX:** First Broadcast: May 18, 1944.  
**Broadcast Schedule:** Tuesday, 7:30-8:00 P.M.  
**Preceded By:** Crosstown Quiz.  
**Followed By:** Watch the World Go By.  
**Sponsor:** Lit Brothers Department Store.  
**Station:** WFIL, Philadelphia, Pa.

**COMMENT:** Programs of this kind receive widespread and enthusiastic word-of-mouth promotion from fond parents

and proud friends, also contribute to a marked degree in child development.

### Department Stores

**SEARS CROSSTOWN QUIZ** Spotlight on the war workers of Philadelphia! **SEARS, ROEBUCK & Co.** offers its first Philadelphia radio series as a public service contribution to bolster employee morale in the local war plants.

Every week, two teams of five persons compete in a fast-moving WFIL quiz on current events. Contestants come from different war plants where companies form their own representation without benefit of help from station or agency.

Eleven minutes quiz time is allotted each team. With speed as well as knowledge a factor, each team has a chance to boost its score by answering *pronto*; the more quickly questions are answered, the more questions each team will have a chance to answer. All questions are culled from metropolitan newspapers of the four days preceding the broadcast. To each member of the winning team, **SEARS** pays ten smackers. Consolation prize to each loser: five simoleons.

*Sears' Crosstown Quiz* is promoted throughout the Philadelphia area with inside and outside display cards on the vehicles of the city's transportation system. All **SEARS** stores feature display signs, and consumer pieces are included with package wrappings. House organ mention, bulletin board notices and pre-quiz run-offs get the attention of war plant employees.

**AIR FAX:** First Broadcast: May 11, 1944.  
**Broadcast Schedule:** Thursday, 7:30-8:00 P.M.  
**Preceded By:** Men Who Make News.  
**Followed By:** Junior Music Hall.  
**Sponsor:** Sears, Roebuck & Co. (Retail).  
**Station:** WFIL, Philadelphia, Pa.  
**Power:** 1,000 watts.  
**Population:** 2,081,602.  
**Agency:** Labrum & Hanson Adv. Agcy.

**COMMENT:** Here is an interesting variant on the quiz format that ties-in with the public's intense interest in the news. Wisely, sponsor here backs the feature with plenty of merchandising tie-ins.

# SHOWMAN VIEWS

News and views of current script and transcribed releases backed with showmantips. All are available for local sponsorship.



## Religious

**GOSPEL SINGER** A hymn is not just an excuse for music. A hymn is a message. It has the philosophy that strikes home, the philosophy that helps people. As proof, Ed Mac Hugh, *The Gospel Singer*, has hundreds of thousands of unsolicited letters from people all over the world. In his files are letters from United States senators, and from the White House, down to the folks who live in tenements. All of them have listened to his network broadcasts for PROCTOR & GAMBLE, its IVORY SOAP.

Now, for the first time, Edward Mac Hugh, *The Gospel Singer*, is offered on transcriptions to local and regional sponsors. Available are 420 quarter-hour programs.

**AIR FAX:** Type: Transcription.

*Episodes:* 420.

*Time Unit:* 15 minutes.

*Producer:* Harry S. Goodman Radio Productions.

**COMMENT:** What has worked for network advertisers can certainly fill the bill for the local and regional sponsor. Religious programs have an established listening audience.

## Quiz

**HISTORY QUIZ** While the mental gymnastics of the *Quiz Kids* may leave the common garden variety of man gaping, there are in every community, smart-as-whips youngsters with plenty of normal curiosity about the world of book learning. To help such students direct their steps to college, *History Quiz* is made to order. In connection with this syndicated script series, the producer offers without cost to sponsor or station a full tuition-free scholarship to one of the

leading educational institutions in each area. While the first year of the scholarship is guaranteed, consecutive renewals for the next three years are based upon student's maintenance of a "B" average.

Designed for a 13-week radio campaign, the series is restricted to sponsors who do not offer for sale wine, beer, liquor or tobacco.

*History Quiz* is suitable for six, eight, or ten contestants, with eight the recommended number. Quizmaster should be one accustomed to dealing with young people.

Each contestant on the half-hour program is awarded War Stamps for correct answers, and the boy or girl who wins the most points on each program rates a bonus of additional War Stamps. Denominations of all such awards are determined by the sponsor, and on the thirteenth program, winners of the 12 previous programs compete for the grand prize.

Program is designed to stimulate a patriotic interest in American history, not to discover child prodigies, nor to duplicate a classroom situation. *History Quiz* includes true or false queries, *Capsule Biographies*, *Who Said It?* and *I Doubt It* sections, as well as questions on current events.

Complete fee for the program which includes both script and scholarship, for the entire 13 weeks is 25 per cent of the time cost.

**AIR FAX:** Type: Script.

*Episodes:* 13.

*Broadcast Schedule:* Weekly, for 13 weeks.

*Producer:* B. Ellis Associates.

**COMMENT:** With a prestige-building series of this kind, the advertiser will most certainly reap a bonus of newspaper space, and publicity in classrooms.



## SANTA ON RECORDS

Christmas features transcribed for local and regional airing.

**ADVENTURES IN CHRISTMASTREE GROVE** Hundreds of favorite story-book characters take part in a series of adventures up in Santa's factory, are loaded into Santa's plane, set out for the sponsor's store where a duplicate of Christmastree Grove may be constructed.

*Number of Episodes: 15.*  
*Time Unit: 15 minutes.*  
*Producer: Kasper Gordon, Inc.*

**AIR CASTLE** Adventures in the Land-of-Make-Believe.

*Number of Episodes: 55.*  
*Time Unit: 15 minutes.*  
*Producer: R. U. McIntosh & Associates, Inc.*

**CHRISTMAS CAROL** Charles Dickens' story.

*Number of Episodes: 1.*  
*Time Unit: 30 minutes.*  
*Producer: C. P. Mac Gregor.*

**CHRISTMAS CAROL** An NBC Thesaurus program featuring an all-star production of Dickens' story.

*Number of Episodes: 1.*  
*Time Unit: 60 minutes.*  
*Producer: NBC Radio Recording.*

**CHRISTMAS ON THE MOON** Story dramatization of the exploits on the moon of a little boy and his teddy bear

*Number of Episodes: 26.*  
*Time Unit: 15 minutes.*  
*Producer: C. P. Mac Gregor.*

**CHRISTMAS WINDOW, THE** Two typical kids discover secret of walking through the *Magic Christmas Window* into a world of living toys. Children's stories old and new. Schedule: 3-a-week, four weeks before Christmas.

*Number of Episodes: 12.*  
*Time Unit: 15 minutes.*  
*Producer: NBC Radio Recording.*

**CINNAMON BEAR, THE** A complete Christmas campaign designed for presentation between Thanksgiving and Christmas.

*Number of Episodes: 26.*  
*Time Unit: 15 minutes.*  
*Producer: Spot Sales, Inc.*

**HAPPY THE HUMBUG** Delightful fantasy for both children and their parents. A fanciful tale. Original stories of an appealing *beastie* of the Animal Kingdom, one, *Happy* and his adventures with a most unusual collection of pals. 15 programs for pre-Christmas. 39 shows for continuation of series past New Year. Total: 54 episodes.

*Number of Episodes: 15 or 54.*  
*Time Unit: 15 minutes.*  
*Producer: NBC Radio Recording.*

**SANTA CLAUS RIDES AGAIN** Musical, with Allen Roth's orchestra in Christmas music, and a dramatization of *The Night Before Christmas*.

*Number of Episodes: 1.*  
*Time Unit: 30 minutes.*  
*Producer: NBC Radio Recording.*

**SANTA'S MAGIC CHRISTMAS TREE** A boy and a girl rub a magic lamp, dream of Santa and are transported to Santa's Magic Christmas Tree Land. There are plenty of store tie-ups in this feature.

*Number of Episodes: 15.*  
*Time Unit: 15 minutes.*  
*Producer: Kasper Gordon, Inc.*

**STREAMLINED FAIRY TALES** Well-known fairy tales modernized by the Koralites to appeal to the young in heart from six to 60. Available are 77 episodes, with a special Christmas series of 15 platters.

*Number of Episodes: 77.*  
*Time Unit: 15 minutes.*  
*Producer: H. S. Goodman Radio Productions.*

**SUNDAY PLAYERS, THE** Biblical dramatizations. Thirteen may be used through the Christmas season. Total in series: 52.

*Number of Episodes: 13.*  
*Time Unit: 52 minutes.*  
*Producer: George Logan Price.*



## JOHNNY ON THE SPOT

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

### SWEET SWING

For the LEVIS MUSIC STORES, Rochester, N. Y., music announcements make cash register music. From a purchaser of a STEINWAY to buyers of records, or to students in instruction courses sponsored by the LEVIS STORES, all have heard the simple chain break announcements aired over WHEC since July, 1936. Record chalked up to sponsor: eight years of non-stop broadcasting on one station!

### BAKER'S DOZEN

Bakers in Cedar Rapids-Waterloo, Ia., put up a united front when it comes to radio broadcasting. All the principal bakeries in the two towns are represented on WMT with sizable expenditures. Fifteen one-minute singing spots done by the W. E. LONG CO. is the current PETER PAN BAKERS weekly schedule. Schedule for COLONIAL BAKING CO., Cedar Rapids: 22 chain breaks a week.

In Waterloo there are two sizeable bakeries. ALSTADT & LANGLAS uses a series of 12 chain breaks every week.

### NIGHT AND DAY'S

Sales were what DAY'S, Atlanta, Ga. clothing store, were after, and to get them, DAY'S took on a barrage of 30 announcements a week over WAGA. Refrain that carried over from spot announcement to spot announcement: *"When you think of credit, think of Day's, the popular store that is making it possible for thousands of Atlanta families to enjoy smart wardrobes."*



**MUSIC:** *A hunting we will go, a hunting we will go.*

**ANNOUNCER:** *Hunting for Christmas gifts? Visit your nearby Sears, Roebuck & Co. complete department store.*

**MUSIC: (BUGLE CALL)** *Sears is the place to go!*

**LIVE:** *Shop Friday and Saturday evening until 9:15.*

Another tie-in with the musical theme: "Hunting for Christmas gifts? Make a one-stop trip to Sears, Roebuck & Co., the family gift center." Stressed were the following points: no parking problems, no traffic congestion, wide selection, and accessibility. One-line live announcement at the end of each spot made it possible to keep listeners posted on exact store hours from day to day. Campaign was planned and executed by the MAYERS CO., Los Angeles advertising agency.



#### REINDEER EXPRESS

Spot announcements slanted at the homebody in a Christmas glow were what the EDWARD HOFFMAN FURNITURE CO., St. Paul, Minn., spotted on WMIN during the holly-days. Stock introduction on the series gave the script-teasers continuity. Example:

**SOUND:** BELLS, JINGLING UP AND FADE.

**ANNOUNCER:** *On Cupid! On Prancer!*

**VOICE:** *Here comes the Reindeer Express from the Edward Hoffman Furniture Co., Eighth and Robert Street, in downtown St. Paul.*

**ANNOUNCER:** *Christmas on the home front means gifts for the home. And for home furnishings, there's no place like the Edward Hoffman Furniture Co. Five full floors of substantial, lasting gifts . . . gifts that endure. You're welcome to shop at the Edward Hoffman Furniture Co., and you'll find that gifts for the home from Hoffman's are welcome Christmas gifts.*

**SOUND:** BELLS UP AND FADE UNDER TO END.

**VOICE:** *On Cupid! On Prancer! On to the Edward Hoffman Furniture Co., Eighth and Robert Street in downtown St. Paul.*

Series was transcribed, aired daily the month before Christmas.

#### STOP WATCH FOR SHOPPERS

Since it's human nature to put off until tomorrow that which may be done today, it's little wonder that there's a mad scramble the last shopping minutes before Christmas. But because of war-

time problems, many retailers got behind a Christmas shopping campaign to change human nature, make early shopping a Christmas buy-word. THE EMPORIUM, St. Paul's (Minn.) only home-owned store, was one of them.

What THE EMPORIUM used to turn the tide of Christmas shopping toward its doors in good season: four spot announcements a day for four weeks before Christmas, over WMIN. Theme behind the spot announcement campaign: to sell the entire store as the one-stop Christmas store. Example:

**SOUND: (METRONOME)** TICK . . . TOCK . . . TICK . . . TOCK . . . TICK . . . TOCK.

**ANNOUNCER:** *Every tick-tock of the clock, reminding you it's*

**VOICE:** *Time to do your Christmas shopping.*

**ANNOUNCER:** *Time to do your Christmas shopping.*

**SOUND:** TICK . . . TOCK . . . TICK . . . TOCK . . . TICK . . . TOCK.

**VOICE:** *Nonsense! It's too early to think about Christmas. There's plenty of time.*

**ANNOUNCER:** *That's where you're wrong. Mrs. Putter Offer. You'll get better service and you'll save yourself valuable time . . . time needed for the war effort . . . if you start your Christmas shopping now at The Emporium, St. Paul's big, friendly, one-stop Christmas store.*

Transcribed series went all-out for early mailing of packages, passed on other tips to make shopping less arduous. Shoppers were urged to bring a shopping list, to determine correct sizes in advance, to avoid peak shopping hours, to do other things to make a wartime Christmas less hectic for all. Series was also used to recruit extra workers needed for the Christmas rush.

#### SANTA'S HELPER

Particularly to the point in these times is the old adage that the early bird catches the worm. It also catches workers, and the first frost hadn't nipped the last rose when MARSHALL FIELD & Co., Chicago, Ill. department store, began its campaign to recruit Christmas workers. Started on September 13 was an 11-week spot campaign on five stations to enlist helpers for the Christmas rush. On the schedule: from 94 to 100 transcribed and live announcements weekly on all five outlets. Agency: ABBOTT KIMBALL CO., New York and Chicago.

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## AIRWAVES FOR FURNITURE

(Continued from page 331)

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1,000 maps showing the entire European theater of war. Map delivery was fast and to tie-in with the chief interest of every American the GLICK FURNITURE COMPANY offered free for the asking, a large 6-color map to our listening friends. And believe it or not, two days later I ordered another 1,000 maps! To verify my statement, I refer you to RAND McNALLY & COMPANY. And we felt that this investment of \$93.00 a thousand was money well spent.

Think this over! Our card response came from 243 towns surrounding Columbus! Does this open your eyes to what I mean when I say complete coverage? Can't you imagine our appreciation of these friends when in peacetime we bend over backward to get out-of-town business! Even now we most heartily serve these customers.

Recognizing radio as the highway to our anticipated harvest time and seeing day-by-day how more and more wide-awake on-the-toe business men are stepping into the radio picture, with further consideration of the 24-hour on the clock limitation, now, can you see why I saw the necessity of building up a greater show for our listening audience?

With knowledge of what radio has proven in increasing our business, I found myself viewing the necessity of not only obtaining but maintaining more time on the air waves. I started to plan a show that would hold every woman's interest, a varied show, something that the listener could appreciate and enjoy from start to finish. I called my show *Eileen Comes Calling*. A woman and only a woman can talk convincingly to women about their homes, and may I make a statement. To me to hear a man dress up a cute little corner in a room with a colorful covered chair and an attractive, delightful duncan phyfe tier table beside it, sounds as ridiculous to

Mrs. America as a man reading a cake recipe over the air. Twice a day Eileen goes calling on her friends in Columbus and the 50-mile area around Columbus. Visits are one-half hour each, Monday through Friday, with helpful home hints and values obtainable only at GLICK's in Columbus.

The GLICK FURNITURE COMPANY has complete radio domination in our city and I believe, GLICK's is the largest radio furniture advertiser in these United States.

On our program there are about eight musical numbers played with an interruption between each for store advertising. These advertising interruptions are not the boring type. We talk about how such-and-such would do so-and-so in making a dream home come true; a morale builder for today, the house of charm for tomorrow, plus giving the homemaker the privilege to say, come into a home that is a pride and joy.

When you plan your radio program should you care to use our radio program as a pattern, I shall be happy to supply you with information and suggestions which may prove helpful to you. It is easier to sell merchandise or a store name when one has sold one's self, so I asked Mr. Glick if I could put on the radio program in connection with my other work. Incidentally, I am the buyer of our bedding department, gift department, daily store leader-items plus new account-opener promotions, and in addition I manage advertising. Therefore, with a knowledge of the markets today, actual store selling experience, constant customer contact plus knowledge of newspaper advertising, surely this should give the ideal background for radio writing and selling. I am the *Eileen* who goes calling on our radio listener-friends each day over WHKC to offer GLICK's helpful home hints.

With sincerity, Mr. Glick joins me in recommending that you as brother-in-business step into this new, progressive, advertising picture, radio, with assurance that the dollars invested in radio are feed for the geese in turn to lay the quantity of golden eggs for you.

IF YOU WANT WHAT YOU  
WANT WHEN YOU WANT IT



YOU WILL APPRECIATE A

RADIO SHOWMANSHIP

FILE



BINDER



If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 12 issues. With it, you can tell at a glance which of the 12 editions carry material of especial interest to your business. It's the convenient, compact method of keeping your copies in permanent chronological order. *Order now!*



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I want what I want when I want it. Send me  copies of the *Radio Showmanship File Binder*, at \$1.75 per binder, postage paid. Check enclosed . Bill me later .

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read and cut out the coupon! Don't  
about ruining the magazine cover;  
send you a new copy for your file.



*Some of the stations  
who subscribe to RS  
for their advertisers.*

**CKWX**

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**KDYL**

Salt Lake City, Ut.

**KOA**

Denver, Col.

**KROW**

San Francisco-  
Oakland, Cal.

**KTUL**

Tulsa, Okla.

**WDOD**

Chattanooga, Tenn.

**WFBL**

Syracuse, N. Y.

**WFIL**

Philadelphia, Pa.

**WGR-WKBW**

Buffalo, N. Y.

**WHIT**

New Bern, No. Car.

**WIBX**

Utica, N. Y.

**WIND**

Chicago, Ill.

**WOC**

Davenport, Ia.

**WTCN**

Minneapolis, Minn.

**S** **HOWMANS**HIP keeps the radio advertiser posted on what's new; it places before his eyes the stories of how others in his business field increase sales through radio. It tells him how to best use radio time.

**Radio**